|  |
| --- |
| Press Release |
| MILESTONE SYSTEMS APPOINTS NEW Director OF Regional Marketing |
| PORTLAND, Ore. – January 22, 2020 |
|  |

**James Eastwood will work closely with upper-level managers and the sales team in the Americas to identify channel and customer specific marketing opportunities that drive sales and brand awareness across North, Central, and South America.**

Milestone Systems, a leading provider of open platform video management, announces that James Eastwood joined its Americas leadership team as the new director of regional marketing. Eastwood’s primary responsibilities include direct oversight of Milestone’s regional marketing program (such as brand management, demand generation, event marketing, and sales enablement), as well as leadership and mentoring to the regional marketing team.

"We took a thoughtful look at how to posture our regional marketing team for 2020 and beyond. Our goal is to provide the sales team with meaningful and engaging marketing tools that they can use to optimize channel relationships and sales, as well as work closely with our global partners to develop specific marketing plans,” said Tim Palmquist, Vice President, Americas. “James’ understanding of integrated marketing and his ability to develop strategies that effectively build brands makes him well suited to take our marketing program to the next level.”

Eastwood has spent over two decades in the marketing industry, with an emphasis on leading teams to develop and implement integrated marketing strategies that build awareness, elevate brand perception, drive demand generation, and help achieve revenue results. Eastwood has served in a variety of roles for such respected brands as Adidas America, Major League Soccer, and The Oregonian. Most recently, he worked with the University of Oregon to develop a multichannel digital marketing strategy to help increase awareness of University of Oregon programs in target markets and grow undergraduate student recruitment.

“It’s an exciting time to join the Milestone family,” stated Eastwood. “Milestone is well-positioned as a leading VMS provider with many new projects on the horizon. This is an ambitious and talented group and I’m looking forward to our Americas marketing team helping to propel Milestone into its next phase of growth.”

A person wearing a suit and tie

Description automatically generated

*James Eastwood*

|  |
| --- |
| About Milestone Systems Milestone Systems is a leading provider of open platform video management software; technology that helps the world see how to ensure safety, protect assets and increase business efficiency. Milestone enables an open platform community that drives collaboration and innovation in the development and use of network video technology, with reliable and scalable solutions that are proven in more than 500,000 installations worldwide. Founded in 1998, Milestone is a stand-alone company in the Canon Group. For more information visit: [www.milestonesys.com](file:///C:\Users\ozh\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\B1PUZ22D\www.milestonesys.com). For news and other press releases, visit our [Newsroom](https://www.milestonesys.com/news/). Click [here](https://news.milestonesys.com/trademark-information/) for information on Trademarks. |
|
|  |

|  |
| --- |
|  |
| |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | |  | Pernille Larsen  Communications Manager  Global  [pel@milestone.dk](file:///C:\Users\ozh\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\B1PUZ22D\pel@milestone.dk)  Tel: +45 25 60 67 24 |  |  | Ingvill Christiansen  Communications Manager  emEA  [**Ingvill.Christiansen@milestone.dk**](mailto:Ingvill.Christiansen@milestone.dk)  Tel: +45 50 28 75 72 |  |  |  | Barbara Rizzatti  Communications Manager  AMERICAS  [bari@milestone.us](file:///C:\Users\ozh\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\B1PUZ22D\bari@milestone.us)  **Tel: +1 503 601 9749** | Jean Lim  Communications Manager  APAC  [jlsh@milestonesys.com](file:///C:\Users\ozh\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\B1PUZ22D\jlsh@milestonesys.com)  **Tel: +65 6951 8074** |  |  |  | |
|  |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | |  |  |  |  |  |  |  | |