



PRESS RELEASE

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CriticalArc Hires US Sales Director to Focus on Healthcare & Education Market

DENVER, COLORADO, UNITED STATES – October 1, 2020 – As CriticalArc’s operations continue to expand rapidly, Scott Campbell has been appointed as the company’s new US Sales Director.

In his new role, Scott will lead and manage strategic sales of CriticalArc’s [SafeZone solution](#) to the healthcare market in the US. In addition, Scott will continue driving CriticalArc’s rapid growth across the higher education market in the US, with a focus on the south-eastern markets.

SafeZone is the leading safety, security and emergency management service, to help large organizations keep their people safe and respond more effectively to protect staff and mitigate risks. Already widely deployed across the globe, SafeZone is ideally suited to meet the needs of [hospitals and other healthcare facilities](#) to tackle a wide range of unique challenges such as workplace violence, code-pink alerts, all-hazards emergencies and protecting home healthcare workers.

Welcoming the appointment, Glenn Farrant, CriticalArc’s CEO and co-founder said, “With his experience working with executives on large-scale, technical solutions, combined with his twenty years of experience in the healthcare sector, Scott is ideally suited to work with our customers in this important role. CriticalArc is dedicated to serving the unique needs of healthcare and education customers, so we’re excited to demonstrate our commitment through the addition of Scott to our team.”

“My passion for technology and safety has driven me to help organizations transform the way they care for people in their environment,” said Scott Campbell. “CriticalArc’s technology and mission aligns perfectly with this by providing organizations with real-time situational awareness and visibility of their campuses, so they can respond in the most efficient way when emergency response is needed.”

“Having partnered with CriticalArc in previous organizations, I’ve seen CriticalArc’s commitment to the customer first-hand and I’m proud to be on a team that makes customer success the number one priority,” Scott said.



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Operational in over eighty countries worldwide, SafeZone fundamentally transforms an organization's ability to manage personal safety, security and emergency situations so they can respond faster to protect their most important asset, their people.

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For more information on CriticalArc and SafeZone go to www.criticalarc.com, www.safezoneapp.com or email contact@criticalarc.com.

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About CriticalArc

CriticalArc provides SafeZone™ the leading safety, security and emergency management solution that helps large organizations keep their people safe and respond more effectively to critical incidents so they can fulfil their duty of care and mitigate risks. SafeZone fundamentally transforms the ability to manage personal safety, security and emergency situations so organizations can respond consistently and 50%+ faster to protect their most important asset, their people. Through real-time visualization, communications and response coordination, SafeZone has established a new benchmark for organizations to protect their community that streamlines operations, is easy to use and quick to deploy. For details, visit www.criticalarc.com.

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