



Spire Names Industry Veteran John Allan as VP Marketing and Sales for its Maritime Domain Awareness business

Satellite-powered data company hires experienced industry specialist; sets sights on becoming the leader in satellite-based ship tracking.

San Francisco, Calif - [July 6, 2016] - Today [Spire](#), the satellite-powered data company, announced the appointment of John Allan as its VP Marketing and Sales - Maritime Domain Awareness, to spearhead the launch of the company's ship tracking product, Spire Sense.

John has over 30 years of experience with space-based surveillance and remote sensing solutions. He is adept at identifying changing market trends and competitive positioning, and is highly skilled in implementing global business processes. Most recently, he set up and led the marketing and sales team for exactEarth Ltd., playing a critical role in the development of the S-AIS market and the widespread global acceptance of the technology. John will drive Spire's relationships with both public sector and commercial customers.

"[Spire](#) has not only developed a unique space-based electronic intelligence platform, but also a process for maintaining a rapidly refreshed and upgraded constellation, which changes the economics of space based surveillance across the entire geospatial information industry. It provides the ability today to expand the use cases for ship tracking products beyond their traditional base and for a more customer-centric approach to both Information-as-a-service (InfoaaS) and Data-as-a-service (DaaS)." said Allan. "I'm looking forward to experiencing the pace at which Spire's nanosatellite technology can keep adjusting to satisfy rapidly changing customer needs."

John's appointment comes after the recent deployment of an additional nine [Spire](#) satellites – bringing the company's launch total to seventeen. By year end, the company will have launched up to 30 satellites supporting the company's ship tracking product, Spire Sense. High reliability and extremely rapid data delivery, which are core to Spire's products, are achieved through the distributed network effects of having a large number of satellites gathering data in orbit simultaneously.

"We have built the technology, manufacturing, and regulatory processes to keep our platform agile and responsive, with maritime surveillance and ship tracking being the first industries to benefit," explained Spire CEO, Peter Platzer. "John's deep experience with this type of data and how it is used globally is invaluable and his understanding of customer needs augments our focus on data impact, ease of delivery, and the importance of relationships.

About Spire

Spire Global, Inc. is a leading player in the nanosatellite sector, building the world's most advanced, constantly refreshed constellation. In an industry that is used to measuring development periods in years, Spire has accelerated timelines to a period of just weeks. Spire's solutions offer organizations insights into weather & climate, shipping & supply chain and maritime domain awareness. This network of nanosatellites senses the ¾ of the planet inaccessible to most current systems which rely largely on land-based remote sensing. To learn more, visit: www.spire.com

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