

Apeiron Chooses Prominent Sales and Marketing Executive to Lead Global Go To Market Strategy

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Apeiron Data Systems announced today it has hired storage industry Sales & Marketing veteran Jeff Barber to the role of Executive Vice President of Global Sales & Marketing, reporting to Apeiron's CEO, Lee Harrison. Mr. Barber will be managing all aspects of Apeiron's Sales, Marketing and Strategic Alliances. This includes close Apeiron development partners such as NEC Corporation (Japan), Mellanox Technologies® (USA), Toshiba® (Japan) and Intel® Corporation (USA).

Mr. Barber joins Apeiron with more than 20-years of experience leading global sales and marketing teams. His prior roles have spanned both public and private companies in a variety of technology verticals. Jeff brings a wealth of experience and relationships from technology giants such as Computer Associates, EMC and Oracle to. His first priority will be to build global channel and support infrastructure capable of the supporting the significant product demand the company is already experiencing.

Apeiron's CEO, Lee Harrison said; *"We are very excited to have Jeff join the executive team. He brings a deep understanding of the storage, server and switching verticals critical to our success. He has the experience necessary to manage and grow global relationships, which is essential to our technology partners. Aside from the ability build and manage global teams, Jeff truly understands how to articulate both the business and technical advantages of NVMe over Ethernet to our customers and partners."*

About Apeiron: Apeiron Data Systems is headquartered in Folsom California, and has developed the world's only native NVMe storage and storage networking platform. Apeiron's ADS1000 brings massive performance improvements to Big Data environments, with more than 18M IOPS in each interconnected 2U enclosure. As the system scales, performance increases in a perfectly linear manner. Through the elimination of traditional storage controllers and external switches, Apeiron has made the all NVMe Flash device economically competitive with HDDs.

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