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Michael J. Fix Joins Weather Source as Director of Sales

Weather Source continues to expand its offerings and grow its talented team

Salem, N.H. (July 20, 2020)—[Weather Source](#) is pleased to announce Michael J. Fix joined its team July 6 as Director of Sales. Fix is a seasoned sales leader with extensive experience driving revenue growth for companies at the leading edge of technology.

Fix was previously an Enterprise Account Director with Infogix, where he sold data quality and metadata governance solutions. He also served as Vice President of Sales for North America at NeoXam (formerly SmartCo), where he sold an enterprise data management platform. Fix began his career at Thomson Reuters, where he gained 11 years of experience selling data and FinTech software solutions.

“I’ve witnessed the proliferation of data supporting enterprise decision-making and am confident my 20 years of focused experience is a natural fit for Weather Source,” Fix said. “Hyper-local weather and climatology data is essential in today’s world to quantify risk and to create predictive models for supply chain logistics, revenue optimization, and asset protection. Weather Source has redefined meteorology and climatological data with sophisticated algorithms and methodologies that data science teams are clamoring to explore using business intelligence and machine learning platforms. I’m happy to join a team that is leading the way in innovation and look forward to delivering on the company’s ambitious growth plans.”

As Director of Sales, Fix will sell Weather Source data products and solutions to companies across a variety of verticals, with a strong focus on the Global 2000. He will also serve as a trusted advisor to current, prospective, and future Weather Source customers and partners, acting as an ambassador for the company and its products.

“Mike’s background selling data and software across multiple sectors is the perfect complement to the Weather Source customer base,” said Craig Stelmach, Senior Vice

President of Business Development & Sales at Weather Source. “We look forward to our continued growth and we are excited to have Mike in this key position on our sales team.”

Fix is a graduate of Northeastern University.

About Weather Source

Weather Source empowers organizations to leverage weather and climate technologies for business intelligence. Our mission is to make hyper-local weather and climate data accessible around the globe and across industries. Our passion is working with companies to leverage weather and climate data to reduce waste, increase ROI, fine-tune logistics, optimize marketing, and improve resource planning. To learn more, visit the Weather Source [website](#) and follow us on [Twitter](#) and [LinkedIn](#).