



Sensera Systems Names Michael Fraser VP of Sales

Industry Sales leader signs on to drive increased growth and technology adoption

GOLDEN, CO–November 17, 2020 – Sensera Systems, Inc., a leading provider of comprehensive, real-time jobsite intelligence solutions, announced today the appointment of Michael Fraser as Vice President Sales. Based out of the Golden corporate headquarters, Fraser has been tasked with leading the sales and business development activities of the organization while continuing to build the North American team and expand the company's growth strategies.



Fraser is a Sales and Business Development expert with 10+ years of experience and a proven track-record of building and executing commercial strategy in complex and diverse markets. Fraser has built and managed teams across industries and markets and successfully implemented revenue strategy across sales, marketing, engineering, and product teams. He has produced results across full sales and product lifecycles, including product ideation, client engagement, deal negotiation, and account management in both corporate and startup organizations, having most recently served as VP of Business Development at Triax Technologies, Inc.

"Sensera Systems experienced impressive growth in 2020 despite the effects of COVID on the industry, and we are poised to accelerate our growth in 2021," said David Gaw, Founder and CEO, Sensera Systems. "We are seeing leading GC's across the industry embrace the value real-time remote monitoring solutions bring in helping improve productivity, safety and risk, site security, and winning business. Our recent personnel moves demonstrate a commitment to expanding our organization with experienced, skilled, and knowledgeable staff and we will continue to invest in our sales, marketing and engineering resources as we broaden our SiteCloud™ IoT technology platform."

Technology adoption in construction has rapidly increased over the past year as a necessity of doing business in the era of COVID-19. Owners, general contractors, and subcontractors are becoming better educated on the innovations that not only make project management easier, but also provide greater ROI to stakeholders that had not previously engaged with project-related technology.

"Timing is everything," emphasizes Fraser. "Sensera Systems is a company poised to truly change the landscape of the industry. Being in a position to help drive the sales efforts of such a dynamic organization with so much growth potential, is an incredible opportunity. I'm very excited to be a part of this team."

About Sensera Systems

Sensera Systems® is a leading construction technology innovator, delivering a proven, real-time site intelligence solution using integrated compact solar/wireless cameras, sensors, and

comprehensive cloud-based software, in a single platform. Recognized for pioneering the next generation of multi-function jobsite cameras, our simple, turnkey solutions are trusted by over 1,000 customers to improve productivity, collaboration, security, risk, safety, and marketing.

Sensera's advanced portfolio of solutions is powered by Sensera's SiteCloud™ platform which provides easy-to-use, 100% web-based software for viewing, monitoring, and sharing real-time site data, detecting actionable insights, and simplifying workflow. SiteCloud supports both WiFi and cellular connectivity and provides secure storage and backup of project data, live public URL capability, video streaming, and time-lapse video generation. Integrations with Autodesk® BIM 360, Procore®, PlanGrid, and Reconstruct simplify and automate workflow across the enterprise. For more information about Sensera Systems, visit www.senserasytems.com.

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