



For Immediate Release

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**IKE appoints top North American executive
Norwood Keel joins as SVP Product**

ikeGPS (IKE) today announced the appointment of Norwood Keel as its SVP Product.

Norwood brings executive leadership, product management and market development experience from globally successful companies relevant to IKE's target market, including;

- Microsoft - where he was Director of Product Development at Microsoft Research building cloud-based 3D mapping solutions, and at Bing Maps where he led channel development of Bing Maps web services.
- Trimble - where he was Director of Strategic Development leading initiatives including 3D asset management for electric utilities and where he led Trimble's field surveying cloud solutions.
- Vaisala – as VP and General Manager of Digital Solutions, a global business delivering cloud-based decision software that leverages sensors and data.

Comments on the News:

"Throughout my career I've focused on delivering products that leverage geospatial data and sensors to help customers make better decisions. IKE has real momentum addressing the Communications and Electric Utility segments in the North American market. There's an immense opportunity to build on IKE's position within this market. I've worked with Glenn and his team through 2019 and am very excited to formally join the IKE leadership group." said Norwood Keel.

"I'm delighted to have an executive of Norwood's caliber join us as we go to the next level to extend our product platform" said Glenn Milnes, Chief Executive Officer of IKE. "Norwood's experience aligns closely with IKE's objectives to deliver a solution and customer experience that leads our industry niche. Norwood coming on board follows the recent additional appointment of Chris Ronan as Chief Marketing & Brand Officer and rounds out a deeply experienced leadership group as we enter the new year."

Find out more at: www.ikegps.com

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IKE seeks to be the standard for collecting, managing and analysing pole and overhead asset information for electric utilities, communications companies, and their engineering service providers. Usage of the IKE pole solution shows that against existing work practices IKE increases efficiency for field engineering by approximately two times and increases efficiency for back-office engineering by approximately five times.

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