# PRESS RELEASE

**Swissbit Expands US Sales Team with Key Hires to Drive Growth in Security Solutions and Netcom Market**

Westford, MA USA. July 27, 2023 – Swissbit, a leading manufacturer of storage, security and embedded IoT solutions, is delighted to announce the expansion of its sales team with the addition of two new professionals. Kevin Fadaie joins as Regional Sales Manager for Embedded IoT and Security Solutions, while Michael Boreman takes on the role of Technical Sales Engineer. These strategic appointments reinforce Swissbit's commitment to providing exceptional customer support and driving business growth in the North American market.

Kevin Fadaie, the newly appointed Regional Sales Manager, will be responsible for providing cutting-edge memory and storage solutions to the rapidly growing IoT market while focusing on developing the ecosystem for the adoption of FIDO2-compliant hardware authenticators. Fadaie's primary objective is to establish and strengthen partnerships with software solution providers in the identity and access management (IAM) space, as well as distributors and value-added resellers (VARs). By forging these strategic alliances, Fadaie will play a pivotal role in ensuring that Swissbit NA's customers can easily procure and integrate the manufacturer’s innovative products into their authentication solutions.

Prior to joining Swissbit, Fadaie served as a sales manager for DRAM products into Amazon Web Services (AWS) at Samsung. With over eight years of experience in business units and technical sales for Altera/Intel, Fadaie brings extensive expertise in supporting FPGA technologies. During his tenure, he excelled in various roles, including Business Manager for military and NetCom markets in North America, and Technical Account Manager responsible for FPGA business in the Southeastern United States. Fadaie holds a Bachelor of Science degree in Electrical Engineering from San Jose State University in California.

Michael Boreman, the newly appointed Technical Sales Engineer, brings expertise in providing technical support and effective communication to customers in the rapidly expanding North American market. Michael's role will be crucial in ensuring seamless coordination and collaboration between Swissbit's Netcom customers and internal teams. By working closely with Sales, Engineering, Product, and Quality teams, Michael will drive opportunities and engage customers at a technical level to deliver exceptional solutions and support.

Michael Boreman joins Swissbit from Rockwell Automation, where he served as an OEM Account Manager. In his role, Michael collaborated with distributors to devise growth strategies, convert competitors, and tackle supply chain obstacles. With a wealth of experience in guiding customers through complex business transitions, Michael brings valuable insights to his new position as a Technical Sales Engineer at Swissbit. Michael Boremann holds a Bachelor of Science in Industrial Engineering from The Pennsylvania State University in University Park, PA.

These strategic additions to the Swissbit North America sales team demonstrate the company's commitment to meeting the evolving needs of customers in the embedded IoT and security solutions market. By leveraging their expertise and industry knowledge, Kevin and Michael will help Swissbit solidify its position as a trusted partner, enabling customers to navigate the complex landscape of digital transformation with confidence.

"We are excited to welcome Kevin and Michael to the Swissbit North America team," said Grady Lambert, General Manager at Swissbit NA. "Their combined experience and industry insights will be instrumental in driving our growth strategy and delivering exceptional value to our customers. As we expand our sales team, we remain dedicated to providing top-notch support and innovative solutions to our growing customer base in North America."

**Available images**

The following images are available for download in printable format at: <https://kk.htcm.de/press-releases/swissbit/>

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| Ein Bild, das Kleidung, Person, Menschliches Gesicht, Krawatte enthält.  Automatisch generierte BeschreibungImage source: Swissbit**Michael Boreman, new Technical Sales Engineer at Swissbit NA, based in Westford, MA.** | Ein Bild, das Person, Menschliches Gesicht, Mann, Kleidung enthält.  Automatisch generierte BeschreibungImage source: Swissbit**Kevin Fadaie, new Regional Sales Manager Embedded IoT Solutions at Swissbit NA, based in Tampa, FL.** |

**About Swissbit**

Swissbit AG is the leading European manufacturer of storage, security and embedded IoT solutions for demanding applications. Swissbit combines its unique competences in storage and embedded IoT technology with its advanced packaging know-how. This expertise allows our customers to reliably store and protect data in industrial, NetCom, automotive, medical and fiscal applications as well as across the Internet of Things (IoT).

Swissbit develops and manufactures industrial-grade storage and security products “Made in Germany” with high reliability, long-term availability, and custom optimization.

Swissbit’s storage range includes SSDs with PCIe and SATA interface such as mSATA, Slim SATA, CFast™, M.2 and 2.5” as well as CompactFlash, USB flash drives, SD Memory Cards, micro SD Memory Cards and managed NAND BGAs like e.MMC. Security products are available in various application specific editions as USB flash drives, SD Memory Cards, and micro SD Memory Cards.

Swissbit was founded in 2001 and has offices in Switzerland, Germany, USA, Japan and Taiwan. Swissbit owns the registered trademarks Swissbit® and Hyperstone®. Since 2020, the independent investment firm Ardian is holding a majority stake in the company to support its growth.

For further information, please visit [www.swissbit.com](http://www.swissbit.com)

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