



HERE appoints Jeff White as Chief Customer Officer

21 November, 2017

Amsterdam, the Netherlands – HERE Technologies today announced the appointment of Jeff White as Chief Customer Officer.

In his role, White will drive the company's go-to-market strategy in the automotive and Internet of Things segments, as well as its expansion into new industries.

"With our Open Location Platform, we are enabling customers to access advanced digital mapping technology and create innovative, location-driven applications to solve real global issues and business problems," said Edzard Overbeek, CEO HERE Technologies. "Jeff joins HERE at this exciting time in our development and his extensive experience in developing revenue opportunities and creating high-performing sales teams is the right fit for HERE as we continue to adapt as a company and set ourselves up to deliver on increasingly sophisticated customer demands. I am thrilled to have him on board."

Prior to joining HERE on November 1, 2017, White served as Chief Revenue Officer at Syniverse, a global leader in mobile communications, where he was responsible for driving all revenue generation and overseeing the global sales and marketing organizations. Prior to that, he served as Chief Revenue Officer for Extreme Networks, and in a variety of leadership roles over 17 years with Cisco.

White holds a B.S. in business administration from the University of Phoenix and an MBA in international business from the University of Texas at Dallas. He will be based in Amsterdam.

Media Enquiries

HERE media relations

<https://here.com/en/company/newsroom/media-and-industry-analyst-contacts>

About HERE Technologies

HERE, the Open Location Platform company, enables people, enterprises and cities to harness the power of location. By making sense of the world through the lens of location we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or an enterprise optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit <http://360.here.com> and www.here.com