



Stanimira Koleva joins HERE as Senior Vice President (SVP) and General Manager Asia Pacific

January 31, 2018

Singapore – HERE Technologies, a global leader in mapping and location services, today announced the appointment of Stanimira Koleva as Senior Vice President (SVP) and General Manager of Asia Pacific.

With this appointment, Ms. Koleva will be responsible for propelling regional revenue growth across the region. Leveraging HERE customer-centric approach, Ms. Koleva has a clear mandate to elevate customer engagements, mobilize our partner ecosystem and ensure service delivery within Asia Pacific. One of Stanimira's top priorities is to establish new revenue streams within the region and accelerate the value the business brings to customers and partners.

She assumes the leadership role from Mr. Leon van de Pas as he takes on the role of Senior Vice President of Partnership within the organization.

"We are delighted to have Stanimira join the HERE team. Asia Pacific is a major growth engine for us and her long-term commitment to the region and deep partner experience will ensure we continue to dive customer conversations around the benefits of the HERE Open Location Platform," said Jeff White, Chief Customer Officer at HERE Technologies. "I'm very confident that Stanimira will be able to expand and grow our APAC market opportunities as advanced location technologies and intelligence become increasingly important for enterprises and cities."

Ms. Koleva joins HERE from Citrix Systems where she ran Citrix's operations in Asia-Pacific.

A seasoned executive, Ms. Koleva has more than 25 years of extensive commercial experience in technology sales and services across multi geo markets and customer segments. With a deep IT knowledge, she has led business development and strategy, organization transformation and assumed numerous leadership roles in organizations such as Software AG, Microsoft, Cisco Systems and 3Com.

Ms. Koleva holds a Master's degree in Electronic Engineering and will be based out of the regional headquarters in Singapore.

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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.