



HERE Appoints Kirk Mitchell to lead Americas region

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Chicago, IL – HERE Technologies, a global leader in mapping and location platform services, today announced that Kirk Mitchell has been appointed to Senior Vice President and General Manager of the Americas.

In his new role, Mitchell is responsible for driving sustainable, customer-focused growth throughout North and Latin America and ensuring exceptional service delivery across all segments in the region.

Kirk joined HERE in 2005 and is a veteran in the industry with over 25 years of experience with location and mapping technologies. Most recently, Kirk was Vice President of Tech, Media & Telco (TMT) at HERE, where he developed comprehensive sales strategies to promote customer growth and satisfaction. Prior to leading the TMT segment, Kirk held a number of roles including Head of Global Consumer Sales as well as Head of APAC Sales.

“Kirk’s passion to put the customer first coupled with his industry knowledge makes for a powerful combination to lead a stellar Americas team,” said Jeff White, Chief Customer Officer at HERE. “Having proven himself a leader on the front lines for our Tech, Media & Telco segment, I’m confident we’ll see more opportunistic growth across our portfolio in 2019.”

“I am unbelievably excited to lead the Americas region in 2019,” said Mitchell. “We spent 2018 in a phase of transformation and paving the way for growth. Now it’s time to execute and I look forward to leading the Americas team in solving business problems for customers across the region.”

Kirk has a Bachelor of Applied Science in Cartography and a Post-Graduate Diploma in Land Data Management from the Royal Melbourne Institute of Technology (RMIT) University.

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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.