

Lund, April 10, 2013

## **Bodil Sonesson, VP Global Sales Axis Communications, awarded a 2013 WSC Woman of the Year Award**

**The Women's Security Council (WSC) granted Bodil Sonesson, Vice President of Global Sales, Axis Communications, its Woman of the Year Award 2013 in the manufacturer category. The WSC award honors the top female professionals in the physical security industry in a variety of categories.**

"I'm truly honored to receive this recognition from the WSC," says Bodil Sonesson, Vice President Global Sales, Axis Communications. "Research shows that having gender diversity within management teams and executive boards significantly improves the bottom line. Although I think that we still have a long way to go within the industry."

The WSC Founding Committee along with select WSC members reviewed more than 100 submissions from across the global physical security industry and presented the winners at last night's WSC Women of the Year Awards Celebration at ISC West, Las Vegas, USA. Sonesson was selected due to her leadership within the security industry and within Axis—and the ways in which she has contributed to the business community.



"Ms. Sonesson is a tremendous example for women in our industry as her systematic determination to promote women inside of Axis, as well as outside our industry has helped propel the spotlight on successful female professionals within our market. Furthermore, she's delivered many inspirational speeches on women's issues at events around the world," says Rhianna Daniels, Founding Committee Member, Women's Security Council.

Sonesson has been in sales management positions at Axis since 1996. Now, she has worldwide responsibility for sales in an organization with more than 1,400 employees in 42 countries—plus 55,000 partners in 179 countries.

"At Axis, openness is an inherent part of its corporate culture, and gender diversity a natural part of that culture, which has helped me in my career," says Sonesson. "I believe that to boost the number of women in security-industry leadership positions, this issue must constantly stay on the table. And the WSC does just that by enabling opportunities for such discussions."

The Women's Security Council is a network of successful security professionals focused on empowering women to realize professional success as industry leaders, and this was the second annual Women of the Year awards ceremony held at ISC West.

As the global market leader in network video and a driving force behind the shift from analogue to digital video surveillance, Axis is a pioneer and role model for gender equality in the industry. By promoting women internally, Axis sets a leading example for other companies so that they, in turn, can promote women to leading global positions— including important operational positions such as global sales.

Today, the Axis regional executive team consists of 40% women, which is high compared to the industry average.

As the global market leader, Axis is driving a global technology trend that paves the way for a smarter, safer, more secure world. Axis invented the first network camera in 1996, and Sonesson played a key role in the way in which Axis evolved within the security industry.

For more information about WSC and the awards, please visit <http://wscouncil.com>

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***About Axis Communications***

*As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world — driving the shift from analog to digital video surveillance. Offering network video solutions for professional installations, Axis' products and solutions are based on an innovative, open technology platform.*

*Axis has more than 1,400 dedicated employees in 40 locations around the world and cooperates with partners covering 179 countries. Founded in 1984, Axis is a Sweden-based IT company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website [www.axis.com](http://www.axis.com)*

***About Women's Security Council***

*Women's Security Council is a not-for-profit organization dedicated to ensuring the professional success of women working in the physical security industry.*

*We provide an avenue in which women in the market can network with each other, mentor those interested in a career in security, and introduce newcomers to the benefits of working in the security market. Furthermore, WSC promotes the successes of women in the security industry through online Webinars, networking receptions at national conferences, ISC West and ISC East, and an annual awards program.*

*WSC provides a support system to enable women in the security industry to stay competitive in today's dynamic marketplace, whether it's by accessing professional resources in the monthly WSC e-newsletter or staying up to date on industry trends during online discussions and Webinars. Additional mentoring and networking opportunities will be available through the WSC online membership directory and networking at national WSC in-person events at ISC West and ISC Solutions.*

*The goal of WSC is to deliver a new world of networking opportunities and build a strong support system to enable women in the security field to reach the highest levels of professional success. There have never been as many successful women in the security field as there are today and WSC only further promotes the value these professionals bring to the industry.*