

Watford, August 13, 2015

## Axis makes key Irish appointment

**Axis Communications, the global market leader in network video has made a strategic hire to its growing team in Ireland with a key appointment to its sales team.**

Peter Dempsey (41), joins Axis as a key account manager and will be based in Dublin. Peter has over 23 years' experience of the Irish security market and a vast knowledge of network video with a track record of securing and delivering high profile projects for companies such as Panasonic, Greenhills Rainbow Distribution and Gardiner Security.

“Prior to joining Axis, he was a key account manager for Panasonic for ten years, managing the distribution and system integrator channels and key product launches.”

Commenting on his appointment, Peter said: “I have always admired Axis and its constant ability to be at the forefront of the development of cutting-edge technology and innovation. As the global market leader in network video with a strong partner programme, Axis is already at the top of its tree so I look forward to helping it maintain its prime industry position by delivering increased sales and profitability in the Irish market.”

In his new role at Axis, Peter will be responsible for managing key customer accounts across Republic Of Ireland and Northern Ireland.

Atul Rajput, regional director, northern Europe, added: “We’re delighted to welcome Peter to the team. He is an extremely experienced individual with an extensive background in CCTV and surveillance sales.

“This is very much a strategic appointment for us and demonstrates our commitment to offering local support and expertise to our partner network. He is a positive and proactive professional with the necessary interpersonal skills to help develop our core business across Ireland – he will be a valuable addition to the team.”

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For more information about Axis Communications visit: [www.axis.com](http://www.axis.com)

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***About Axis Communications***

*Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to customers through a global partner network.*

*Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.*

*Axis has more than 1,900 dedicated employees in more than 40 countries around the world, supported by a network of over 70,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS. For more information about Axis, please visit our website [www.axis.com](http://www.axis.com)*

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