

## PRESS RELEASE

### KINEXON Sports & Media Inc. appoints Jim Garofalo as Executive Vice President of Sales and Marketing in North America

*Munich/Chicago, 22 January 2019*

Jim Garofalo joined KINEXON Sports & Media Inc. on January 1<sup>st</sup> 2019 as Executive Vice President of Sales and Marketing in its recently opened Chicago office.

The accomplished sports marketing executive has spent his career building and managing successful partnerships with brands, teams and leagues in the US and abroad. His experience in the sports marketing and sports performance landscape spans two decades with extensive experience in developing marketing strategies and executions that drive brand affinity and sales for some of the industry's most trusted brands.

Jim Garofalo joins KINEXON from MKTG INC., a part of the Dentsu Aegis Network, where for the past 3.5 years he was Vice President Client Services leading the Chicago office's relationships with Dick's Sporting Goods, Gatorade, NCAA and Performance Health's Biofreeze brand. Under his direction, the team executed numerous awards-winning campaigns. Before that, he worked for more than 9 years at PepsiCo's Gatorade as a member of the Sports Marketing Team. Here, Jim implemented global marketing strategies for the Gatorade Sports Science Institute that connected athletes, teams, leagues and sports performance professionals with Gatorade's science and product portfolio.

At KINEXON Sports & Media Inc., Jim Garofalo will drive the market expansion of KINEXON products for professional clubs, leagues, sports organizations and media houses and establish successful sales partnerships in North America.

#### ABOUT KINEXON

KINEXON Sports & Media develops cutting-edge solutions for automated, real-time sports content. It brings athlete performance, media experience and entertainment formats to the next level.

The portfolio includes both an unrivaled sensor technology for centimeter-accurate indoor and outdoor localization and motion sensing of professional athletes in various sports. Moreover, the portfolio includes software solutions for smart data processing and actionable insights through various analytics. The company was founded in 2012 by scientists of the Technical University Munich. KINEXON is located in Munich (headquarters), New York City and Chicago.

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Jim Garofalo