



NEWS RELEASE

Arym Diamond Joins CalAmp As Chief Revenue Officer Bringing SaaS Expertise

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Sales Leader Arym Diamond brings Software as a Service (SaaS) Experience from Salesforce.com and Oracle IRVINE, Calif., March 10, 2020 /PRNewswire/ -- [CalAmp](#) (Nasdaq: CAMP), a global technology solutions pioneer transforming the mobile connected economy, today announced [Arym Diamond](#) joined the company as senior vice president and chief revenue officer, bringing over 20 years of SaaS experience in the enterprise software and consultancy industry. Diamond joins the executive team at a key juncture in CalAmp's history to help drive its ongoing transformation into high-value subscription services and further expansion into international markets.

Over the last five years, Diamond worked at Salesforce.com, most recently as the area vice president of North American Sales in the Enterprise Business Unit for Einstein Analytics & AI, where analytics and machine learning were re-imagined for the front office. Prior to that, he spent over 10 years at Oracle in various sales positions during which he helped transition businesses from on premise to cloud-based subscriptions. As CalAmp continues to scale globally, Diamond's diverse enterprise sales background, solution-selling approach and previous experience with telematics technology will help CalAmp make an even greater impact on the global mobile connected economy.

"Arym's time spent internationally and in Silicon Valley at Salesforce.com and Oracle have provided him with some of the best SaaS enterprise sales training in the world," said Michael Burdick, president and CEO of CalAmp. "His experience with large enterprise accounts and solution selling will help accelerate our high-value, subscription telematics services growth and our market reach worldwide."

"I am very excited to join CalAmp and looking forward to helping our customers along their journey through digital transformation," said Arym Diamond, senior vice president and chief revenue officer at CalAmp. "Some businesses

develop for customers, instead of developing with them. The voice of the customer should guide the future of CalAmp. I see CalAmp as a business that's empowering its customers to do just that, and as a place where I can leverage my SaaS expertise to help bring more businesses into the future."

Having grown up in Newport Beach, Diamond also has a desire to attract more technology businesses to Southern California and to tap into his passion for the automotive and telematics industries. He attended California State University, Long Beach, and earned his MBA from the University of Southern California, Marshall School of Business.

This news comes on the heels of CalAmp's recent recognition for its innovative Internet of Things (IoT) SaaS solutions through conferment of the following accolades: the **2020 Global Mobile Award** and **2019 IoT Excellence Award** for its **Here Comes The Bus®** school bus tracking mobile app. CalAmp also recently won the **2019 IoT Platforms Leadership Award** for its Air Freight Visibility Solution, developed jointly with CargoSense.

About CalAmp

CalAmp (Nasdaq: CAMP) is a global technology solutions pioneer transforming the mobile connected economy. We help reinvent business and improve lives around the globe with technology solutions that streamline complex mobile IoT deployments and bring intelligence to the edge. Our software and subscription-based services, scalable cloud platform and intelligent devices collect and assess business-critical data from mobile assets and their contents. We call this The New How, facilitating efficient decision making, optimizing mobile asset utilization and improving road safety. Headquartered in Irvine, California, CalAmp has been publicly traded since 1983 and has 20 million products installed and over 1.3 million software and services subscribers worldwide. **LoJack®**, **Tracker™** and **Here Comes The Bus®** are CalAmp brands. For more information, visit calamp.com, or [LinkedIn](#), [Facebook](#), [Twitter](#), [YouTube](#) or [CalAmp Blog](#).

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