



NEWS RELEASE

# CalAmp Appoints Fleet Technology and Business Growth Expert, Brennen Carson, as Chief Revenue Officer

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Carson brings over 15 years of expertise delivering growth through innovative enterprise sales strategies IRVINE, Calif., May 23, 2022 (GLOBE NEWSWIRE) -- **CalAmp** (Nasdaq: CAMP), a connected intelligence company helping people and organizations improve operational performance with a data-driven solutions ecosystem, today announced the appointment of Brennen Carson as its chief revenue officer (CRO). As CRO, Carson will help accelerate CalAmp's penetration into the transportation and logistics marketplace and drive sustainable revenue streams.

Carson brings over 15 years of experience in enterprise software-as-a-service (SaaS) sales, directing cross-functional small-to-medium-sized business, mid-market and enterprise teams to drive top-line revenue. Most recently, Carson served as senior vice president of sales for driver-performance company Idelic, where he was responsible for successfully scaling the business, developing effective revenue delivery models, and leading and growing a high-performing sales team. Under his sales leadership, Idelic's mid-market revenue and pipeline value increased by a triple-digit percentage.

Prior to Idelic, Carson served as vice president of sales, North America, for Fleetmatics. After its acquisition by Verizon Connect, he continued to build and lead a sales team of over 700 employees, growing average revenue per customer and increasing multi-product sales across installed and new business accounts.

"Brennen's proven sales leadership, track record of driving targeted sales strategies and experience building high-performing sales teams within the fleet telematics industry make him an incredible asset to the CalAmp team," said Jeff Gardner, CEO of CalAmp. "I look forward to working with him to help CalAmp further stand-out in the



transportation and logistics market, while implementing new sales strategies to drive revenue growth.”

“The transportation and logistics industry is rapidly evolving, and fleets have a greater need to establish connectivity across all their vital assets at the edge and in the cloud to make smarter, safer and more efficient data-driven decisions,” said Carson. “CalAmp is a market leader in fleet and asset management and well positioned to lead the way in this evolution, and I’m excited to grow the company’s revenue. From a sales perspective, I intend to identify strategies to sell at all levels of the market and support a customer-centric focus to bring more operational insights to CalAmp’s existing customer base and drive growth in lucrative market segments.”

Carson holds a bachelor’s degree in Justice Studies from Northeastern Illinois University and is a U.S. Marine Corps Veteran.

#### About CalAmp

CalAmp (Nasdaq: **CAMP**) is a connected intelligence company that leverages a data-driven solutions ecosystem to help people and organizations improve operational performance. We solve complex problems in transportation and logistics, commercial and government fleet, industrial equipment and consumer vehicle marketplaces by providing solutions that track, monitor and recover vital assets. The insights enabled by our cloud platform, applications and edge computing devices drive operational visibility, safety, efficiency, maintenance and sustainability. Headquartered in Irvine, California, CalAmp has over one million software and services subscribers and 10 million edge devices deployed worldwide. For more information, visit [calamp.com](http://calamp.com), or [LinkedIn](#), [Facebook](#), [Twitter](#), [YouTube](#) or [CalAmp Blog](#).

#### Forward-Looking Statements

This announcement contains forward-looking statements (including within the meaning of Section 21E of the U.S. Securities Exchange Act of 1934, as amended, and Section 27A of the U.S. Securities Act of 1933, as amended) concerning CalAmp. These statements include, but are not limited to, statements that address our expected future business and financial performance and statements about (i) our plans, objectives and intentions with respect to future operations, services and products, (ii) our competitive position and opportunities, and (iii) other statements identified by words such as such as “may”, “will”, “expect”, “intend”, “plan”, “potential”, “believe”, “seek”, “could”, “estimate”, “judgment”, “targeting”, “should”, “anticipate”, “predict”, “project”, “aim”, “goal”, and similar words, phrases or expressions. These forward-looking statements are based on management’s current expectations and beliefs, as well as assumptions made by, and information currently available to, management, current market trends and market conditions, and involve risks and uncertainties, many of which are outside of our control, and which may cause actual results to differ materially from those contained in forward-looking statements. Accordingly, you should not place undue reliance on such statements. Particular uncertainties that could materially affect future results include any risks associated with global economic conditions and concerns;

the effects of global outbreaks of pandemics or contagious diseases or fear of such outbreaks, such as the recent coronavirus (COVID-19) pandemic; global component shortages due to supply chain constraints caused by the COVID-19 pandemic; disruptions in sales, operations, relationships with customers, suppliers, employees, and consumers given our sale of LoJack North America operations; our ability to successfully and timely accomplish our transformation to a SaaS solutions provider; our transition out of the automotive vehicle financing business; competitive pressures; pricing declines; demand for our telematics products; rates of growth in our target markets; prolonged disruptions of our contract manufacturers' facilities or other significant operations; force majeure or force-majeure-like events at our contract manufacturers' facilities including component shortages; the ongoing diversification of our global supply chain; our dependence on outsourced service providers for certain key business services and their ability to execute to our requirements; our ability to improve gross margin; cost-containment measures; legislative, trade, tariff, and regulatory actions; integration, unexpected charges or expenses in connection with acquisitions; the impact of legal proceedings and compliance risks; implementation of our new ERP system; the impact on our business and reputation from information technology system failures, network disruptions, cyber-attacks, or losses or unauthorized access to, or release of, confidential information; the ability of the Company to comply with laws and regulations regarding data protection; our ability to protect our intellectual property and the unpredictability of any associated litigation expenses; any expenses or reputational damage associated with resolving customer product and warranty and indemnification claims; our ability to sell to new types of customers and to keep pace with technological advances; market acceptance of the end products into which our products are designed; and other events and trends on a national, regional and global scale, including those of a political, economic, business, competitive, and regulatory nature. More information on these risks and other potential factors that could affect our financial results is included in our filings with the U.S. Securities and Exchange Commission ("SEC"), including in the "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" sections of our most recently filed periodic reports on Form 10-K and Form 10-Q and subsequent filings, which you may obtain for free at the SEC's website at <http://www.sec.gov>. We undertake no intent or obligation to publicly update or revise any of these forward-looking statements, whether as a result of new information, future events or otherwise, which speak as of their respective dates except as required by law

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A photo accompanying this announcement is available at

<https://www.globenewswire.com/NewsRoom/AttachmentNg/091f3ce3-00bc-4b8f-bdd6-0e97f46491e1>

Source: CalAmp Corp.

Brennen Carson

Brennen Carson, Chief Revenue Officer, CalAmp