

Smartrac Hires High-Level Software and Solutions Expert

RFID pacesetter Smartrac today announced that Dr. Gerd Wolfram will join the company on January 1, 2016 as a new member of its extended management team.

AMSTERDAM, THE NETHERLANDS, December 15, 2015 /EINPresswire.com/ -- RFID pacesetter Smartrac today announced that Dr. Gerd Wolfram will join the company on January 1, 2016 as a new member of its extended management team. Taking over the role of Senior Vice President Systems and Solutions, Business Division Intelligent Things, Gerd Wolfram is a technology innovator well known throughout the industry.

“With some twenty years of experience and broad range of skills in technology and retail business and the Internet of Things, we are very pleased to welcome Gerd to the team of our Business Division Intelligent Things. His expertise makes him the perfect choice to drive our solutions and software business further forward and strengthen our innovation leadership”, said Christian Uhl, CEO & Chairman of Smartrac’s Management Board.

Prior to joining Smartrac, Gerd Wolfram worked as Senior



Executive for Advanced Technologies and Technology Innovation, and Managing Director at Metro Group, the Dusseldorf-based retailer that operates five brands across 31 nations. During his tenure at Metro, he also headed the METRO Group Future Store Initiative, a significant player in bringing innovative technologies to market. Born in 1959, Gerd holds a Diploma in Business Administration and a PhD from the University of Cologne. “I am very excited to be joining Smartrac. By leveraging my industry experience, my goal is to help deliver our promise of enabling the ultimate retail experience and providing fully enhanced solutions to our customers worldwide”, he said.

About SMARTRAC

Smartrac is the world’s leading developer, manufacturer and supplier of RFID products and services, providing both ready-made and customized products and services suitable for a large number of applications. Smartrac makes products smart, and enables businesses to identify, authenticate, track and complement product offerings. Leveraging its global R&D, production and sales network, Smartrac combines physical products with its Internet of Things platform Smart Cosmos, empowering the ecosystem of connected things. The company’s solution portfolio is used in a wide array of applications: access control, automated fare collection, automotive, border control, contactless payment, electronic product identification, industry, libraries and media management, logistics, retail, public transport, and many more. Smartrac has its registered headquarters in Amsterdam, the

Netherlands. For more information, visit www.SMARTRAC-group.com, www.smart-cosmos.com and follow us on Twitter: [www.twitter.com/SMARTTRAC_NV](https://twitter.com/SMARTTRAC_NV).

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