

RFiD Discovery expands its presence in North America by appointing new head of business development

RFiD Discovery continues to invest in expanding its operations globally with the appointment of a new Head of RFID Business Development - North America.

MILTON KEYNES, UNITED KINGDOM, September 22, 2021 / EINPresswire.com/ -- [RFiD Discovery](#) continues to invest in expanding its operations globally with the appointment of a new Head of RFID Business Development - North America.

Mina Hanna joins RFiD Discovery to lead the company's business development in the USA and Canada and will focus on developing relationships with current and prospective customers in that region.



Mina Hanna - Head of RFID Business Development - North America

Mina has spent the past three years leading the sales and marketing efforts for North American manufacturer and developer of RFID technology, RFRain, as their Head of Sales. During his time at RFRain he played a key role in a variety of areas across the business from marketing outreach to sales and business development to account and project management.

Mina's extensive experience dealing with a wide range of Internet of Things (IoT) applications and technologies for numerous sectors, will greatly benefit current and future RFiD Discovery customers.

Throughout his career Mina has dealt with large multi-national global organisations as well as small-to-medium sized businesses based out of North America. His substantial knowledge and expertise will play a key role in RFiD Discovery's North American expansion.

Commenting on his appointment, Mina said:

“RFiD Discovery is an organisation that is known for its high quality and large scale RFID implementations. I am incredibly excited to be given the opportunity to expand RFiD Discovery's presence across North America during a time of significant business growth.”

Arron Duddin, Smart Solutions Director at RFiD Discovery, commented:

“We are thrilled to welcome Mina to our fast-growing RFiD Discovery team as our first employee in the US to serve the needs of our current and future customers in North America. By utilising Mina's knowledge of [RFiD technology solutions](#) together with his experience of working with both large and SME businesses, we're looking to expand our reach and offering to our North American customers.”

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