

Worldsensing expands LatAm coverage with Mexico presence

Press Release

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Experienced Business Development Manager Fernando Pérez to support growing Latin American IoT remote monitoring market

Remote monitoring leader Worldsensing is expanding its Latin American coverage with the appointment of Business Development Manager Fernando Pérez Gutiérrez to handle sales in Mexico.

Pérez, who has been with Worldsensing since 2018 and was previously sales manager for Latin America and Africa, is relocating to Guadalajara, Mexico, with immediate effect.

From there he will provide additional coverage to key markets within LatAm, complementing automation engineering expert Leonardo Vidigal Meireles, Worldsensing's technical sales specialist in Brazil.

Both experts are working to support local Worldsensing partners such as Geosinergia, a Chilean geotechnical and structural instrumentation provider working on major mining projects.

Pérez will also have special responsibility for developing sales in Mexico and other Central American countries, where there is a growing need for remote Internet of Things

(IoT) monitoring technology for infrastructure projects such as mines, tunnels and metro lines.

“Given our sector focus on mining and related infrastructure projects, Latin America is a key market for us,” said Matthieu Laville, Senior Director of Global Sales at Worldsensing.

“We are delighted that Fernando is moving to Mexico to enhance our presence on the ground in this region.”

A solid and growing presence

Worldsensing already has a solid presence in the Brazilian market, with Worldsensing’s equipment being certified by Brazil’s National Agency for Telecommunications and the company being admitted to the Brazilian Mining Association.

Mexico also has an important mining industry. It is the world’s largest producer of silver and one of the top producers of gold, copper and zinc.

Separately, the country is home to Latin America’s busiest metro system, the Mexico City Metro, and two more of the top 20 urban transit systems in the region.

About Worldsensing

Worldsensing is a global IoT pioneer. Founded in 2008, the infrastructure monitoring expert serves customers in more than 70 countries, with a network of global partners to jointly drive safety in mining, construction, rail and structural health.

Worldsensing is headquartered in Barcelona and has a local presence in the UK, North and South America, Singapore, Australia and Poland. Investors include Cisco Systems, Mitsui & Co, McRock Capital, ETF, Kibo Ventures and JME Ventures.

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