

# Carbon Black Appoints New Regional Sales Director For Southern Europe

Submitted by: C8 Consulting

Wednesday, 14 June 2017

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Maidenhead, UK – 14th June 2017 — Carbon Black, the leader in next-generation endpoint security, today announced it has appointed sales expert Sam Linford to head its Southern European sales activity. This appointment comes as Carbon Black moves to new European Headquarters in Reading where it will take up residence in The White Building to better cater for its rapid expansion. This also follows the announcement last month of a new German Regional Sales Director, Volker Sommer, who will head up Carbon Black's DACH region.

Sam Linford will serve as Carbon Black's Regional Sales Director for Southern Europe. Sam is a highly motivated, results-oriented regional sales manager. He is experienced in the business development of IT security solutions across the EMEA region both with multi-tier channel partners as well as dealing directly with enterprise customers.

Sam joins Carbon Black from his role as Regional Sales Director for Entrust Datacard, a leading provider of trusted identity and secure transaction technology solutions. At Entrust Sam was responsible for the management of Entrust's IAM, Fraud and PKI solutions sales team. He focused on the European territory which included Northern, Eastern and Southern Europe, driving multi-tier channel sales development across all verticals, and in particular, enterprise, central government and finance.

In a career that spanned more than 10 years with Entrust Datacard, Sam drove year on year regional sales growth that exceeded annual targets and expectations. He successfully secured strategic customers through the management of complex government and enterprise tendering processes where he displaced a number of competitive technologies.

Countries of particular focus that Sam will concentrate on as he starts in his new role with Carbon Black include Spain, Italy, Poland, Croatia and South Africa.

Mark Reeves, VP for EMEA Sales at Carbon Black said: "Sam has a great sales track record, particularly in developing countries across Europe. He is a strong team player and knows how to drive and motivate a sales team, coordinating resources effectively to achieve targets within stringent deadlines. As we rapidly grow and expand across the EMEA region we need experienced sales managers like Sam who intuitively know how to win business, grow teams, and do this rapidly. Most importantly we need managers who are not fazed by the size of our ambition. I am looking forward to working with Sam as he takes on the task to further develop our presence in Southern Europe."

Sam Linford, Regional Sales Director, Southern Europe at Carbon Black said: "I am delighted to be driving the sales strategy in Southern Europe. I've been watching Carbon Black's development over the years and I've been impressed by its rapid growth, particularly in Northern America. Now is the time for us to replicate that success in the international market where there is pent up demand for our solutions. That's because endpoint is the area that all the cyber-criminals are turning to as it is the biggest vulnerability. Most of the malicious content gets into networks via the endpoint. As a result customers are crying out for a leading NGAV solution as traditional AV products are failing to deliver the improvements needed to protect organisations against these modern threats."

## About Carbon Black

Carbon Black is the leading provider of next-generation endpoint security. Carbon Black's Next-Generation Antivirus (NGAV) solution, Cb Defense, leverages breakthrough prevention technology, streaming prevention, to instantly see and stop cyberattacks. Cb Defense uniquely combines breakthrough prevention with market-leading detection and response into a single, lightweight agent delivered through the cloud. With more than 9 million endpoints under management, Carbon Black has more than 3,000 customers, including 30 of the Fortune 100. These customers use Carbon Black to replace legacy antivirus, lock down critical systems, hunt threats, and protect their endpoints from the most advanced cyberattacks, including non-malware attacks.

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