



### **FST21 APPOINTS ARIE MELAMED AS CHIEF MARKETING OFFICER**

*Seasoned marketing professional will guide biometric access control company's international marketing efforts*

**(New York, N.Y.)** – [FST21](#), the leading biometric access solution provider, today announces the addition of Arie Melamed to the company's C-level staff as Chief Marketing Officer.

Mr. Melamed brings with him over 20 years of experience in sales and marketing, most recently having served as Head of Global Marketing & Channel Sales for ECI Telecom, a global telecommunication networking provider.

"It's an honor to join FST21, a company on the cutting edge of biometric access control technology," says Mr. Melamed. "Biometric access control is a hot topic for both the national and international security markets, and I am thrilled to utilize my experience and knowledge to lead the company's marketing forward."

At ECI Telecom, Mr. Melamed managed a global marketing and channel team. His vast knowledge of sales and marketing tactics helped him lead an increase in the company's indirect sales and implement a series of progressive revenue marketing procedures.

"Arie has a proven record of change management with high-profile technology companies. I am confident that his past experience overseeing global marketing for a major telecommunications company will allow him to manage our international marketing ventures effortlessly," says Major-General Aharon Zeevi Farkash, Founder and CEO, FST21. "The team is excited to have him in the company, and we all look forward to the expansion of FST21's business over the next year."

Previously to ECI, Mr. Melamed also spent several years as the Associate Vice President of Sales for Enavis Networks. Mr. Melamed earned a degree in Applied Physics and Electro-Optics from the Jerusalem College of Technology, as well as an MBA from Ben Gurion University in Israel.

FST21 has recently announced growth plan for the future, including its continued expansion into the US market with the opening of an office at 7 World Trade Center in New York City.

#### **ABOUT FST21:**

**FST21 is a leading biometric access control solutions provider.**

FST21's SafeRise provides top security and convenience by fusion of real time information for fast and automatic access control. It's hassle-free and allows authorized users quick and convenient access.

SafeRise's *In Motion Identification*<sup>™</sup> uses a fusion of biometric and analytic technologies that include facial recognition, behavior analysis and voice recognition.

---

---

Contact Info : Marketing @fstbm.com