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LifeGuard Technologies Establishes LifeGuard Technologies – Southern Europe

Introduction of European Sales/Service Center & New sales team additions

NEWTOWN SQUARE, PA - June 21, 2022 - LifeGuard Technologies, the world's leading safety hose manufacturer, today announces the establishment of **LifeGuard Technologies – Southern Europe, a new sales/service center, based in Madrid, Spain**. We are also delighted to announce two important new additions to the sales team: **Miguel Smurawski** and **Alberto Castro**. Smurawski has been appointed Business Development Executive and Castro has taken the role of Key Account Manager.

Mr. Andy Abrams, executive vice president of LifeGuard Technologies confirmed that the appointments are part of an on-going development program that has seen the company expand substantially over the last 12 months. "We have been significantly growing our business and have just had our most profitable year ever. We are keen to build on our success and see the sales and marketing team as key to this. Our customers continually tell us that it is our personal touch that makes us stand out and adding to the team will make us even more accessible to them."

Smurawski has a background in Mechanical engineering and extensive experience in business development in large projects worldwide, specializing in identifying and developing new accounts. Castro is highly experienced in strategic business development and commercial consultancy within the consumer, industrial, and services sectors in Iberia, Latam, and the U.S. markets.

As part of the overall global team, Miguel and Alberto will work closely on sales strategy within Southern Europe and related technical services to provide their customers with the industry's safest hoses.

"It is a great pleasure to have Miguel and Alberto as our strategic partners in Southern Europe and we welcome them as part of our global family," stated **Mr. Andy Abrams**, executive vice president of LifeGuard Technologies. "We look forward to serving our customers and helping to drive LifeGuard Safety Hose adoption in Southern Europe."

The strategic partnership is designed to echo LifeGuard's global geo-expansion strategy aimed at strengthening the company's presence across the globe. This new sales/service center location and team aim to enable LifeGuard Technologies to provide its patented and pending technology, services and solutions to an expanding customer base and worldwide partners.

For more information regarding LifeGuard Technologies – Southern Europe please visit: <https://lifeguard-tech.com/global-locations/european-headquarters/>

About LifeGuard Technologies

LifeGuard Technologies' mission is to provide, on a geographical basis, reliable, readily deployable, and cost-effective improvements in industrial safety. LifeGuard Technologies is a Global Company that is based upon the extensive experience of its founders and joint venture partners and believes that significant and measurable enhancements to industrial safety are achieved with distribution of "passive devices". The essence of our mission is to increase the safety of all operations and facilities through the utilization of systems such as the "LifeGuard Safety Hose" and others. LifeGuard manufactures its hoses in the USA, Canada, Sweden, India, and Australia.

About Miguel Smurawski

Miguel Smurawski is a veteran mechanical engineer with an MBA and experience working in the Caribbean and North and South America. With over 30 years of professional practice, Smurawski's career has evolved into business development of large project worldwide, mostly gestated thru European and American companies. Miguel migrated to Spain in 2003 and focuses on projects related to industrial gasses developing in Mediterranean countries (North & South) and the GCC.

About Alberto Castro

Alberto Castro is a seasoned business-commercial consultant, manager, and leader with a successful track record in FMCG, B2B Sales, Consulting Management, and Professional Development, in LATAM, USA, and SPAIN. Before becoming the Key Account Manager at Lifeguard Technologies, Alberto served as the Sales Director for Nestle, a Business Manager for MBA Services and a Commercial Manager for SC Johnson. With over 30 years of combined professional practice, Alberto has provided practical business acumen to develop new businesses, commercial high-performance teams, people's network, grow brands, customers base, markets segments, distribution channels, and products categories hand on. Alberto obtained first-rate academic credentials – Bachelor of Science from Lamar University (83'), Master of Business Administration from Universidad Católica Andrés Bello (89') and received a diploma from IESA through their Advanced Management Program (94').