



Niclas Lindström (Nordic Sales Manager) & Kristoffer Martinsson (Senior FAE)

Image available: <https://percepio.com/press/photos/percepio-new-staff.jpg>

Percepio expands its footprint in embedded software development with several new hires and explores new markets

- ***Recruits new Nordic sales manager, senior FAE***
- ***Doubles office space to accommodate further growth***
- ***Sees new market opportunities in IoT and automotive***

Västerås, Sweden, 25 May 2021 * * * Following last year's [successful Series A funding](#), Percepio® is accelerating its growth through the appointment of a new Nordic sales manager, a senior FAE and several new developers. To accommodate the enlarged team as well as to enable future expansion, Percepio moved into new offices earlier this month, effectively doubling its space.

Thanks to the relocation and successful hiring drive, the company is ready to explore IoT, automotive and other new market opportunities, and is well prepared to support the upcoming product launches during the rest of 2021.

“Having a dedicated Nordic Sales Team is a huge step forward for Percepio. The company counted a number of large Swedish industrial companies among its first customers, but since then we have mostly focused on our global distributor network and our rich home turf has not received the attention it deserves,” said Mike Skrtic, Percepio VP Sales and Marketing. “The innovation climate in Sweden is second to none and we are actively seeking development partners; in fact, we are already seeing promising results.”

[A recently announced collaboration](#) with German Lauterbach, aiming to combine the state-of-the-art visual trace diagnostics of Percepio Tracealyzer with Lauterbach's high-end tracing technology, represents a breakthrough for Percepio, and a possibility to make further inroads into the large automotive market.

With more embedded development projects moving to the IoT, Percepio DevAlert, a cloud-based monitoring service that allows IoT device developers to diagnose and fix problems in field-deployed firmware, also provides tremendous untapped market potential.

Driving these opportunities specifically in Percepio's home region is the focus of the new Nordic Sales Manager, Niclas Lindström. Coming to Percepio with a passion for customer-focused sales, he brings with him 20 years of experience from the Swedish and global embedded market.

Niclas will be supported on the technical side by Senior FAE Kristoffer Martinsson, who has been specializing in embedded development tools, primarily debug and trace tools for both MCU and MPU, for more than 15 years.

About Percepio

Percepio is the leading provider of visual trace diagnostics for embedded and IoT software systems in development and in the field. Like a surveillance camera for embedded software, Percepio Tracealyzer allows users to visually spot and analyze issues in software recordings during development and testing. Percepio DevAlert is a cloud service for monitoring deployed IoT devices, combining automatic error reporting with visual trace diagnostics powered by Tracealyzer.

Percepio collaborates with leading vendors of processors and operating systems within embedded system and IoT such as Infineon, NXP Semiconductors, STMicroelectronics, Renesas Electronics, Wind River Systems and Amazon Web Services. Percepio is based in Västerås, Sweden. For more information, visit percepio.com.

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