

FOR IMMEDIATE RELEASE

Contact:

Linnéa Jungnelius
Marketing Director

401-522-5137

linnea@acertitude.com

New Chief Strategy Officer Recruited to Grow Connected Car Technology Company *Acertitude Identified Auto Technology Leader and Strategist Artem Baker for Smart Start*

NEW YORK (February 27, 2018) — Acertitude, the executive search firm that's unleashing human potential globally, has identified Artem Baker as the new chief strategy officer of Smart Start, the global leader in the ignition interlock industry.

Reporting to CEO Matt Strausz, Baker will drive strategic initiatives to unlock Smart Start's growth potential in the booming connected car market. The industry is set to quadruple from 2015 to 2020, led by driver assistance and safety technology, according to strategy consulting firm Strategy&. Baker's role will comprise analyzing industry trends, identifying organic growth and acquisition opportunities, and leading developments into adjacent markets.

Baker is an accomplished strategy, finance, and operations leader with over 10 years of experience in the global connected vehicle technology and automotive industry. He has worked for prominent players including AAA, General Motors, and OnStar.

Most recently, he led strategic initiatives and mergers and acquisitions for AAA, including launching Gig Car Share and developing its autonomous car strategy. In prior roles, he launched new business lines, such as General Motors' Maven, and led the financial evaluation of emerging technologies for OnStar. Earlier in his career, Baker was an investment banker at RBC Capital Markets.

"Art's career has been about growing businesses and leveraging innovative technologies, which aligns perfectly with Smart Start's aggressive growth plan," said Kevin O'Neill, Acertitude co-founder and managing partner. "We are grateful to play a part in this strategic hire and are excited to watch the magic happen."

Smart Start is backed by ABRY Partners, a Boston-based private equity firm that actively manages over \$12 billion and focuses on communications, media, information, and business services.

O'Neill added: "We love partnering with companies like Smart Start, which is not only disrupting auto safety technology, but is also in the business of saving lives. It makes our own purpose of unleashing human potential very real."

About Acertitude

Acertitude is the executive search firm that's unleashing human potential globally. The firm builds close client partnerships and drives an agile process to connect organizations with brilliant people at work. Acertitude serves the global executive search market across the consumer, financial, healthcare and life sciences, industrial, private equity, professional services, and technology industries. To learn more about how Acertitude places brilliant people at work, visit acertitude.com.

###