True Heading adds professionals for expansion in North America

Sales staff hired to continue focus on growth

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True Heading, a leading manufacturer of Automatic Identification System (AIS), GPS compasses and App Navigation, announced today the introduction of several experienced professionals to fill key roles to develop the North American market.

Assuming the position of Director, Americas, Phil Gabriel comes to True Heading with over 28 years of marine electronics experience. Prior to True Heading, Gabriel was president and executive board member of Hemisphere GNSS. Gabriel also held senior management and business development positions with Allied Signal Aerospace, Furuno and Digidyne. Gabriel’s role is to help set strategy and infrastructure in the Americas region, while developing a successful team to meet long-term growth plans for both the True Heading commercial and Seapilot recreational brands.

Building on the dedicated sales staff for the region, Dave Calam has assumed the western regional sales manager role, based out of Vancouver, BC. With 30 years of experience in the marine industry, Calam joins True Heading from ComNav Marine. In addition to his related industry experience, Calam was heavily involved in the Canadian Coastguard’s search and rescue organization.

True Heading has selected Jason Jones to fill the role of eastern regional sales manager. With 14 years of experience in the yachting industry, Jones has held sales positions with OceanLED, Seakeeper and ZF Marine. Based in Fort Lauderdale, Jones uses his considerable sales experience to drive the Canadian and United States east coast, and Great Lakes sales efforts.

“We are very proud of the America’s team we have assembled,” says Jens Johansson, CEO, True Heading. “The individuals selected are all experienced and driven. We look forward to the growth they will drive for our brands.”

With over 40 years of combined experience in AIS development, True Heading along with its recreational brand, Seapilot, offers a full range of solutions from aids to navigation, Class A and B transponders and Satellite Compasses.
About True Heading
True Heading NSA, wholly owned subsidiary by the Swedish company True Heading AB (publ), is providing AIS (Automatic Identification System) products and navigation solutions. AIS is now an essential part of safety systems onboard and ashore for navigation, detection of other vessels, or for emergencies. Seapilot, has quickly gained a prominent position in the recreational AIS and navigation applications markets based on the highest of professional standards in functionality and design. Seapilot was the first navigation app to include AIS data and in-app weather. This made Seapilot one of the most popular navigation apps. True Heading and Seapilot manufactures and sells AIS transponders, GPS, compasses, marine safety products and navigation systems