

Feenics Appoints Veteran Physical Security Industry and Access Control Executive Jeff Ross as New Director of Global Marketing

Ross joins the company with long-time experience in product management, marketing, access control and cloud-hosted solutions.

Ottawa, Can., July 29, 2020—Bringing extensive knowledge of physical security and cloud-hosted solutions to the position, Jeff Ross has been appointed Director of Global Marketing for Feenics, Ottawa, Can. Feenics will tap the expertise of Ross, who has held senior product and marketing management positions at leading companies, including Lenel (UTC), ICx Technologies, RedCloud Security (Avigilon) and most recently Mavin Technologies.

Feenics, maker of the award-winning Keep Access Control as a Service (ACaaS) software platform, will look to Ross to lead Feenics' global marketing efforts and build upon the company's current momentum as a market innovator of secure, authenticated AWS cloud solutions. For Ross, it's the opportunity to heighten industry awareness and recognition of the superior advantages of the Keep by Feenics™ hosted access control platform.

"I'm beyond stoked to be on board! This position is a great fit for me and I believe the timing is perfect. I began my journey in the industry as an intern at Lenel and everything I've learned in prior product management and marketing roles will serve me well in leading the marketing organization at Feenics," said Jeff Ross. "I've known Sam Shalaby, our CEO, since my early days at Lenel and have always enjoyed working with him. It's easy to get excited when you see the passion and values that Sam brings to the company, along with his vision for our products."

"Early emphasis will be placed on amplifying and continuing to build out our brands. We'll be creating campaigns that focus on our strengths to value-added resellers and system users, such as our application's unprecedented flexibility and scalability. In parallel we'll be designing and fortifying our communications strategy—getting in front of customers through a variety of traditional and digital channels. And we'll complement these efforts by beefing up our product marketing content, further defining our social marketing strategy and exploring new lead generation avenues...all in the name of successfully reaching the growing global customer base of Keep."

Ross said he is excited about the inherent benefits of the native, cloud-based Keep platform, as well as recent certifications like FICAM Compliance and [GSA](#) listing. "All these elements well position Feenics as a leader in this space today and moving forward."

"While Jeff's background and understanding of the security industry was important to Feenics, it was his passion about bridging the past with the future of access control to build a strategic value proposition for our customers that stood out most," said Paul DiPeso, Executive Vice President, Feenics. "Our credibility was instantly elevated with the addition of Jeff."

Feenics has continued its steady upward growth and visibility, adding key management positions and recently certified as an International Organization for Standardization [ISO 9001:2015](#) company. In addition, the company was awarded a 2020 Platinum [Govies Award](#) from *Security Today* in the Access Control Software/Controllers category.

About Feenics

Feenics is paving the way for the future of physical security with innovative cloud-based access control solutions. Feenics is the maker of Keep, a cloud-hosted platform that provides extreme scalability, unprecedented flexibility and advanced security in ACaaS applications. It integrates native visitor management and a RESTful API that allows simple integration of complementary systems and open hardware devices, resulting in a lower total cost of ownership. Keep by Feenics offers on-site servers or offsite cloud deployment, hosted by Amazon Web Services. Leveraging Authentic Mercury Security open field hardware, Feenics works with industry leading video, intrusion and wireless lock manufacturers, delivering robust solutions through its value-added reseller partners around the world. For more information, visit feenics.com.

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