

Feb 18th, 2022

Integrated Biometrics Invests in Middle East Initiative



IB Promotes Eleanor Benson and Robert Jones to Manage EMEA Territory

Spartanburg, S.C., February 18, 2022 – [Integrated Biometrics](#) (IB), the world leader in mobile FBI-certified biometric fingerprint scanners, today announced the appointment of [Eleanor Benson](#) as Sales Vice President, EMEA and [Robert Jones](#) as Sales Director, EMEA.

In their expanded roles, Benson and Jones will take their winning formula of cultivating strategic relationships across borders, which has resulted in success throughout Europe and Africa, and extend it into the Middle East.

IB's participation in the [TRADE WINDS](#) in Dubai, sponsored by the US Department of Commerce, will mark the launch of this expansion. While IB has an established footprint with valuable partners in the region, the EMEA team will focus on providing greater support to allow for an expansion of those markets.

Founded in 2002 and listed on the [Inc. 5000 list of fast-growing companies](#) for six consecutive, the company's patented technology results in lightweight fingerprint scanners that outperform traditional devices in size, power consumption, speed, portability, and durability. The FBI-certified sensors incorporate the highest levels of spoof and live finger detection, work in natural or artificial light, and on dry or moist fingers. IB works with a variety of US federal, state, and local entities, does business in more than 110 countries, and protects more than 35 global borders.

Eleanor joined IB in 2016 as Director of European Sales. Using her legal and security background, she built Europe into IB's fastest growing territory. With the synergy of opportunities in Africa for European integrators, it was a logical move in 2019 to name her VP of Sales, Europe and Africa—contributing to IB's best revenue year ever in 2021.

Eleanor and Robert's promotions are based on their extremely successful history at IB...Frankly, these two individuals have taken a lot of business from our competition in past years, and I wish the team the best in their new endeavor.— David Gerulski, EVP Global Sales and Marketing

Robert joined IB in 2018 with over a decade of experience in the biometrics field. He is highly respected throughout the African continent for his identity solutions knowledge and support of multi-million-dollar engagements, ranging from voter registration processes to insuring safe banking for citizens. He has positively impacted the lives of people throughout the continent and established the synergies between IB's African and European integrators laying the groundwork for IB to combine those two territories.

After an in-depth search, it was determined that IB should double-down on this successful leadership team and build around them. “Eleanor and Robert’s promotions are based on their extremely successful history at IB. As a company, we understand the importance of the growing Middle Eastern market and are investing heavily there. Frankly, these two individuals have taken a lot of business from our competition in past years, and I wish the team the best in their new endeavor. The first step is working closely with the US Department of Commerce and establishing partnerships with key local, identity management companies,” stated Integrated Biometrics’ David Gerulski, EVP Global Sales and Marketing.

About Integrated Biometrics

Integrated Biometrics (IB), a pioneer in biometric fingerprint technology, designs and manufactures advanced, high-resolution touchless and FBI-certified contact identity solutions for government, law enforcement, military, social services, and a wide range of commercial applications. IB’s lightweight scanners, supported by our patented light-emitting sensor (LES) technology, outperform traditional fingerprint devices in size, power consumption, portability, and reliability. Global organizations rely on IB’s products to enroll and verify identities quickly and accurately, even in remote locations under extreme conditions. Commercial enterprises, government and financial services organizations depend on IB to build innovative, secure applications to establish identity in accordance with national and international standards.