

# Empowering Cybersecurity Excellence: Integrated Cyber Expands Sales Team to Strengthen Protection for Businesses

Vancouver, BC – November 22, 2023 – **Integrated Cyber Solutions (CSE:ICS)** (“**Integrated Cyber**” or “**The Company**”), a leading Managed Security Services Provider (MSSP), is pleased to announce a strategic expansion of its sales team with the addition of Joe Von Elm, a seasoned sales representative who will spearhead efforts to grow cybersecurity sales in manufacturing, energy, and academia.

Alan Guibord, CEO of Integrated Cyber, expressed enthusiasm about this addition, stating, "We are excited to welcome Joe to the Integrated Cyber team. His profound understanding of cybersecurity requirements in these industries and his proven track record in sales will be instrumental in broadening our market presence and driving revenue growth."

Von Elm brings over a decade of expertise in cybersecurity sales, with a primary focus on serving the manufacturing, energy, and education sectors. His career achievements include expanding sales pipelines, closing key deals, and nurturing client relationships.

## Sales Funnel Lead Generation

Integrated Cyber is executing on the commitments outlined in its recent company prospectus by implementing leading-edge marketing and sales tools to drive awareness and demand for their services. These tech stack solutions empower the Company to streamline processes, leverage AI intelligence, optimize outreach, and deliver more personalized customer experiences, ultimately driving better client and business results.

"We are deploying the latest MarTech tools to enhance efficiency and productivity in prospecting and revenue generation," stated Integrated Cyber CMO Kevin Thomas. "With these tools, we can efficiently identify and assist customers actively seeking specific cybersecurity services and help them through their buying journey."

Von Elm shared his excitement, saying, "I am thrilled to join Integrated Cyber and contribute to the Company's sales objectives. My passion for assisting enterprises in these sectors with safeguarding their operations from cyber threats aligns perfectly with Integrated Cyber's mission. I believe my experience will be pivotal in establishing Integrated Cyber as the preferred cybersecurity partner for businesses in these verticals."

In an era where cyber-attacks are increasingly impacting manufacturing, energy, and academic industries, Integrated Cyber plays a crucial role. Their solutions help companies identify vulnerable systems, provide cybersecurity training, update outdated applications, and stay abreast of the latest trends to mitigate risks.

Guibord highlighted Integrated Cyber's commitment to growth and profitability, stating, "Our investment in sales and marketing underscores our dedication. We are confident that this expansion will drive new revenue and solidify Integrated Cyber's position as a leader in the cybersecurity industry."

## About Integrated Cyber Solutions

Integrated Cyber Solutions (CSE: **ICS**) is a managed security service provider (MSSP) that humanizes cybersecurity managed services to the Small-to-Medium Business (SMB) and Small-to-Medium Enterprise (SME) sectors. The Company integrates capabilities from third-party cybersecurity providers, allowing companies to continuously adapt their services to evolving technologies and providers –

ensuring customers have access to the latest cybersecurity solutions. Apart from providing essential cybersecurity services, Integrated Cyber's managed services and IC360 technology platform consolidate vast amounts of information to generate actionable intelligence from the numerous software point solutions within their customer's environments. The results enable simple, understandable, and actionable insights to help customers comprehend and better secure their organization. Integrated Cyber greatly emphasizes the human aspect of cybersecurity management, simplifying complex concepts, and highlighting the crucial role that employee behavior plays in a company's cyber defenses.

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