
PRESS RELEASE

DESIGNA Appoints Steve Gorski as CEO of its U.S. Operations

Chicago, IL / Kiel, Germany, May 13, 2019: DESIGNA Access Corporation, a provider of sophisticated software-controlled car park management systems, has announced the appointment of Steve Gorski as CEO of its U.S. operations, DESIGNA USA. In this role, Steve will focus on driving the next chapter of DESIGNA's market expansion through leadership of the sales organization and execution of the company's growth strategy.

Steve Gorski is a seasoned executive with more than 20 years of experience in sales, marketing and executive management within the IT, IoT, security and parking markets. He brings strong industry knowledge and cross-functional management experience to the DESIGNA team. Over the course of his career, Steve served in top executive roles with global companies, including TKH Security Solutions, MOBOTIX, Wesco and Axis Communications. Most recently, he was General Manager of the U.S operations for Cleverciti Systems, where he led strategic sales and marketing efforts in the dynamic American market.

As leader of the U.S. business segment for DESIGNA, Steve Gorski will build on the momentum of regional sales and channel teams, and direct growth strategies in key vertical segments. DESIGNA is positioned to capitalize on Steve's expertise and is well positioned for growth. The company aims to increase distribution channels to provide customers with a targeted, purpose-built parking solution.

"With the addition of Steve to our executive team, we gain a personality with outstanding sales and marketing expertise, and strong leadership qualities," says Markus Plankensteiner, Senior Vice President Business Development, DESIGNA. "Steve's history in the area of IT hardware, consumer electronics, IP security and parking solutions markets makes him ideally suited to propel the next chapter in DESIGNA's continued success story."

DESIGNA USA is focused on maximizing opportunity in the parking industry through partnerships with strategic technology and integration partners. With successful deployments across the United States, including LaGuardia International Airport, The Galleria Mall Houston, Sheraton Suites in Philadelphia and The University of Texas Medical Center.

"DESIGNA's ability to support the customer needs within multiple verticals is unlike anything else available in today's market," Steve Gorski said. "As the company is steadily increasing its market share in the United States, I'm excited to unleash the true potential of DESIGNA's parking management platform to address the changing needs of today's modern-day organizations."

About DESIGNA:

DESIGNA Access Corporation is a subsidiary of DESIGNA Germany. The company's visionary standards have led to the development of innovative products and solutions for the parking management sector for more than 65 years.

For more information:

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