



Larus Technologies appoints Pierre Charron, Director of Business Development

March 12, 2013—OTTAWA, ONTARIO—[Larus Technologies Corporation](#), an innovator of next-generation embedded technology for developers of mission-critical [C4ISR systems](#) and [security systems](#), is pleased to announce the appointment of Pierre Charron to Director of Business Development. With this appointment, Larus solidifies the talent needed to drive the Company's growth strategy in North America and Europe.

Pierre brings more than 20 years of embedded software experience to Larus—dealing almost exclusively with original equipment manufacturer (OEM) customers in a wide range of vertical markets such as Defense and Security, Avionics, Medical Devices, Automotive and Industrial Automation. He has held senior Business Development and Sales and Marketing positions with ALT Software Inc., Green Hills Software, Motorola and QNX Software Systems. Over his career Pierre has had excellent success selling and marketing to large Fortune 500 Accounts, as well as developing strategic relationships with key ecosystem partners in the embedded market.

"Pierre will be instrumental in building strategic partnerships within the C4ISR and security markets," says George Di Nardo, President, Larus Technologies. "I am delighted to welcome Pierre to the Larus team. His unique ability to understand highly technical embedded products and how they can be positioned to help OEMs meet their strategic, financial and technical objectives make him ideally qualified to drive our products and services offerings in North America as well as Europe."

"The Company's development of a [high level information fusion engine](#) is ground-breaking for the C4ISR and security markets," explains Pierre Charron, Director of Business Development, Larus Technologies. "COTS solutions that provide Big Data analytics for defense and public safety applications are critical to OEMs designing next generation systems. I look forward to working directly with our OEM customers to ensure they realize the highest value from our products and services, while developing strategies that drive revenue growth."

Pierre will report to George Di Nardo, President, and be an active member of the Larus Management Team. He holds a Bachelor of Commerce from the University of Ottawa.

About Larus Technologies

Larus Technologies Corporation is an innovator of next-generation embedded technology for developers of mission-critical C4ISR and Security systems. With a solid foundation pioneering high level information fusion (HLIF) for the ever-changing defense and security industries, Larus is perfectly positioned to help Original Equipment Manufacturers (OEMs) make a world of difference. Our technology not only delivers more knowledge, its adaptive learning algorithms deliver *more accurate and more predictive information—faster*. With our technology under the hood, your customers will make better decisions and more precise interventions. Visit [larus.com](#).

Contact

Gail Di Cintio

Vice President of Operations

Larus Technologies Corporation

Phone: +1.613.244.8916 ext 207

Email: gail.dicintio@larus.com