FOR IMMEDIATE RELEASE

Veesion
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Veesion Welcomes Wouter Ubbels as VP of Indirect & Mid-Market

Veesion, an AI company that helps retailers detect gestures commonly linked to shoplifting, has appointed Wouter Ubbels as Vice President, Indirect and Mid-Market. He will lead the company's mid-market business and channel partnerships, supporting Veesion's expansion in the US and internationally.

Wouter joins from Nedap Retail, where he spent nearly 14 years and most recently served as Vice President of Global Sales. His previous positions at Nedap included Director of Channel Sales Americas, with responsibility for partner relationships across North and Latin America. His experience spans international sales leadership, channel development and retail loss prevention.

"Retailers want partners they can trust, and Wouter has spent his career earning that trust on both sides of the Atlantic. We are thrilled to have him lead this next chapter of our growth with mid-market retailers and our partners," said Veesion co-founder and CEO Thibault David.

"Mid-market retailers and our partners are two of the biggest opportunities for Veesion. I'm here to make sure both get the attention, support and clarity they need to grow with us," said Wouter Ubbels, VP Indirect and Mid-Market at Veesion.

Veesion's AI analyzes video from the cameras a store already has. When it spots gestures commonly linked to shoplifting, it sends a short video alert to store teams, so they can act earlier and help prevent shoplifting. Store teams review the alerts and decide how to respond.

ABOUT VEESION Founded in 2018, Veesion is an AI company that analyzes existing security camera footage to detect gestures commonly linked to shoplifting. Its software sends alerts to help retail teams gain visibility and respond earlier to situations that may require attention. Veesion operates in 6,000+ stores across 65+ countries. To find out more: www.veesion.com

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