

PRESS RELEASE

FOR IMMEDIATE RELEASE

3SI and Wren Announces the Appointment of Craig Frost as Senior Director of Channel Sales

Malvern, PA, September 19, 2024 — [3SI + Wren](#), a leader in cutting-edge VMS, GPS, and camera/video technologies, is proud to announce the addition of Craig Frost as Senior Director of Channel Sales. In this new role, Craig will oversee the expansion and optimization of our channel sales program, ensuring strong partnerships and driving growth across key markets.

Craig brings over 23 years of leadership and sales experience, specializing in channel management, business development, and sales strategy within the security and technology sectors. Throughout his career, Craig has demonstrated a strong ability to innovate and drive business growth, excelling in domestic and international markets. He most recently led Channel Sales for Genea Energy Partners and has held leadership roles at S2 Security, Milestone Systems, and Honeywell.

“Welcoming Craig to our team marks a significant step forward in our overall channel strategy. His extensive expertise in the channel landscape and ability to implement strategic initiatives will be instrumental in elevating our channel program,” shared Ben Tucker, Executive Vice President of Sales. “We are confident that Craig’s knowledge and leadership will drive meaningful growth and enhance our partnerships across the board.”

Craig will enhance our go-to-market strategy, ensuring a fully integrated and focused approach to direct and indirect channels. With a proven history of driving growth and developing successful channel programs, Craig will lead efforts to streamline our partner ecosystem and deliver a seamless experience for all stakeholders. This appointment reaffirms our commitment to strengthening partnerships and optimizing our channel strategy to meet the market's and our customers' evolving needs.

About 3SI, Wren, and Edge360

3SI + Wren recently merged with Edge 360 ([Learn More](#)). With over a century of combined experience in safety and security, 3SI, Wren, and Edge360 are leading global security technology providers. We deliver intelligent solutions to cover the complete crime cycle, encompassing video management services for identifying criminal activity, custom-built solutions designed to detect and deter crime, and advanced capabilities for tracking and apprehending criminals.

Embraced by over 10,200 law enforcement agencies, our unique solutions deliver crime intelligence directly to first responders and investigators, enabling swift actions leading to arrests and crime prevention. Physical Security Leaders trust our services across Enterprise verticals. Furthermore, 3SI's [CovertTrack](#) division actively provides local and federal agencies with custom-built solutions for proactive crime prevention.

Discover more at <https://saferworld.solutions/>.

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