

Spireon Appoints Bob Burden SVP of Sales for Fleet Division

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Spireon, a leader in telematics, risk management and location-based business intelligence solutions, has appointed Bob Burden as senior vice president of sales for Spireon's Fleet Division.

An industry veteran with more than 12 years of experience in executive sales roles, Burden will spearhead sales to small and medium-sized businesses, as well as reseller and channel segments.

Prior to joining Spireon, Burden was CEO of Blueprint Sales Solutions, an international consulting firm working in the SaaS space with a focus on the telematics industry. He also held the role of vice president of sales for 10 years at fleet tracking solution company Fleetmatics, where Burden and his team were instrumental in building the small and medium-sized business division, which led to a successful initial public offering in 2012.

Spireon NSpire platform supports more than 3.75 million active subscribers across the company's growing suite of products for new and used car dealers, lenders and financial institutions, rental car agencies, insurers and consumers, as well as fleet, trailer and asset management companies.

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