



## Spireon Hires Telematics Vet

Spireon Inc. announced the appointment of 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, with an eye toward continued market growth and executing industry-leading go-to-market strategies.

Prior to joining Spireon, Burden was CEO of Blueprint Sales Solutions, an international consulting firm 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.

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