FOR IMMEDIATE RELEASE

**Telit CMO Bufalino Voted Chairman of Largest IoT Trade Group**

London (16 December 2015): The IoT M2M Council (IMC) – a trade association promoting business development in the nascent technology sector called the Internet of Things or machine-to-machine communications – announced today that it had selected as its new chairman Alexander Bufalino, CMO of Telit, a turnkey provider of IoT technology and services. Bufalino assumes his leadership role in the IMC just it crosses the milestone of 15,000 members, making it the largest and fastest-growing trade group in the field.

"The IMC has reached critical mass in terms of its size, and all of our Adopter Members are qualified as OEMs, enterprise users, and apps developers. In 2016 we'll be turning our attention to providing them with opportunities to interact with each other and learn more about successful IoT business models as we learn more about them," says Bufalino.  To this end, the IMC has just begun producing webinars for its members on hot-button topics like systems integration, security, and new low-power technologies, in addition to providing case studies, newsletters, and other content.

Bufalino was chosen, in part, for his more than 15 years of experience in marketing solutions for embedded systems, including stints at Siemens and EnOcean previous to his 10-year time at Telit. He has been a driving force behind Telit's position as a top-three provider of IOT modules and services. "Alex is an industry visionary, and we look forward to working with him to take the IMC to the next level, in terms of the value the organization provides," says IMC Executive Director Keith Kreisher.

IMC membership comes from across vertical-market sectors like automotive, energy, healthcare, and logistics, and the group averages close to 300 new members weekly. "The Adopter communities that we've built are a unique asset, and now we're really at a turning point," says Bufalino, "The IMC has had to focus on internal issues and building its membership, but now we will turn our focus to education, thought leadership, and advocacy."



**About the IoT M2M Council:** The IMC (formerly the International M2M Council) is a London-based, non-commercial enterprise with the mission to increase deployments of M2M technology by proving the business case for the Internet of Things. Companies on the IMC Board of Governors include: Aeris, AT&T, Deutsche Telekom, Digi International, Inmarsat, Intel, KORE, Nighthawk Controls, Numerex, ORBCOMM, Telecom Italia, Telit, Verizon, Wipro, and Wyless.
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