



FOR IMMEDIATE RELEASE

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Solid State Group Appoints Stephen Brown as Chief Sales Officer – USA Operations, to Drive Strategic Growth in the USA

Alpharetta, GA – Solid State Group is pleased to announce the appointment of Stephen Brown as Chief Sales Officer – USA Operations (CSO – USA Ops). In this role, Stephen will lead the company’s efforts to enhance its sales approach and customer engagement model in the USA, focusing on expanding market presence and strengthening industry partnerships.

With a proven track record in sales leadership, business growth, and strategic planning, Stephen brings deep expertise in building high-performing teams and driving measurable success. His leadership will be instrumental in positioning Solid State Group for sustained growth and innovation.

“We are thrilled to welcome Stephen Brown as our new Chief Sales Officer, for our USA operations” said John Macmichael, Executive Director at Solid State Group, PLC. “His extensive experience and strategic vision will accelerate our efforts to strengthen customer relationships, optimize our market approach, and expand our sales capabilities.”

Key Strategic Initiatives Under Brown’s Leadership:

- Strengthening the Go-to-Market Strategy – Leveraging Solid State Group’s broad portfolio of solutions to deliver tailored, high-impact offerings that drive measurable success.
- Enhancing Collaboration – Deepening partnerships with technical experts across the business to provide comprehensive, customer-centric solutions.
- Expanding the Sales Team – Growing the sales organization by adding industry experts with vertical market knowledge, allowing for deeper customer engagement and accelerated growth.

This appointment marks a significant milestone in Solid State Group’s commitment to market leadership and customer excellence. With Brown at the helm of our sales strategy, the company is poised to strengthen its competitive position and drive long-term success in the USA.

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