

**11.07.2019 | INTERVIEW WITH RENÉE FREDLUND**

## **“CRYPTO IS ABOUT PASSION FOR SECURITY AND CUSTOMERS”**

**If she had a magic wand, Renée Fredlund, Chief Professional Services Officer, would probably create days lasting 48 hours. Indeed, when it comes to listening to customers needs and fulfilling their wishes, Renée and her dedicated team spare no time and no effort. Let's meet her.**

### **Renée, what brought you to Crypto?**

I find it extremely exciting to be working for a company combining a long history of successful customer relationships with a great potential for growth in its traditional markets. I have always been passionate about working internationally. I love to get to know and understand new cultures. The current shift towards a comprehensive cybersecurity portfolio makes Crypto even more interesting!

### **What struck you most about the company when you started at Crypto?**

Crypto's specialists are truly passionate about their work and always place the customers' needs first. What also impressed me is their deep understanding for every specific situation of each customer. You can only gather this kind of insight through long-lasting personal relationships on many levels.

### **Crypto has always maintained a close relationship with its customers. What is your vision for your department Professional Services?**

With my team, we strive to be a first class supplier of solutions and services for security. Concretely, it means that we go out of our way to meet the highest expectations of our customers, be it towards project management, engineering or training. We also want to be their trusted advisor regarding how trends and solutions in the area of cybersecurity will impact their day-to-day work.

At Professional Services, we consider ourselves as the extended arm of our clients. Our wish is to be as close as possible to them and I foresee us expanding our international presence beside our base in Switzerland.



Renée Fredlund's horizon is the world.

**Where do you see the greatest opportunities in your area of activity?**

We will assist our customers in solving the challenges they face with the increase of cyberattacks and the difficulty to recruit and keep specialists in the area of cybersecurity. Our solutions and services, both managed and unmanaged, are at the forefront of the security market and will help them mitigate the risks they are exposed to.

**Renée Fredlund**

For the past twenty years Renée Fredlund, Chief Professional Services Officer, has led multicultural teams in the departments of marketing, product management and sales of different telecom and IT companies. Renée, who speaks five languages, is truly passionate about digital transformation and how it can help improve quality and efficiency in customer deliverables.