



Seluxit appoints Teddy Larsen as the new CSO

9.6.2022 13:02:58 CEST | Seluxit | Company Announcement

Seluxit announces the hiring of Teddy Larsen as its new CSO (Chief Sales Officer). Teddy Larsen will strengthen and accelerate the sales efforts of ShowMe, Seluxit's digital solution for automating and reducing energy waste.

Company Announcement No. 47
Aalborg, June 9st, 2022

Seluxit is strengthening its sales organization, in order to accelerate sales of its energy-saving solution, ShowMe. This is why, Seluxit is expanding its sales organization, with the hiring of Teddy Larsen as its new CSO, and two new resources in Sales and Marketing.

Teddy Larsen has extensive experience from his previous position as Sales Director in Konica Minolta Business Solutions Denmark, specifically, with sales of SAAS solutions, combined with hardware.

CEO Daniel Lux, Seluxit:

"With increases in energy pricing, it is becoming more and more attractive to avoid energy waste, both environmentally and economically. ShowMe provides the consumer with report analysis on their energy consumption. In addition to this, ShowMe automates processes which will make it easier for consumers to save energy. The SME segment, in particular, is very action-oriented and this is why Seluxit sees great potential in this specific segment. Therefore, we are very happy that Teddy Larsen is joining our team, and we have great confidence that we will achieve and realize significant growth together. "

Teddy Larsen:

"I see many opportunities for utilizing my years of experience from working with sales of solutions, within optimization and development of business processes. I am looking forward to helping customers optimize their energy consumption and reduce their environmental footprint."

Contacts

- Daniel Lux, CEO, Seluxit, +45 46 922 722, info@seluxit.com
- John Norden, Certified Advisor, Norden CEF, +45 20 720 200, jn@nordencef.dk

About Seluxit

Seluxit connects things to the internet to optimize systems, save resources and save money. That makes sense for the economy, for the environment and for society.

Seluxit's unique standards-based approach to IoT reduces development time and development costs, and thereby minimizes risks. That gives our customers a fast path to both saving and earning money, because their solution enters the market quickly.

Our end-to-end IoT solutions create value in many ways including optimizing energy usage, improving service efficiency, and allowing for more effective training.

Attachments

- [Download announcement as PDF.pdf](#)