



Ouster Appoints New Commercial Head to Lead Next Chapter of Lidar Adoption

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Cyrille Jacquemet promoted to SVP of Global Sales

SAN FRANCISCO--(BUSINESS WIRE)-- [Ouster, Inc.](#) (NYSE: OUST) ("Ouster" or the "Company"), a leading provider of high-performance lidar sensors for the automotive, industrial, robotics and smart infrastructure industries, announced today the appointment of Cyrille Jacquemet to Senior Vice President of Global Sales. Cyrille will take over for Nate Dickerman, overseeing worldwide sales, marketing and customer success.



Cyrille Jacquemet, Senior Vice President of Global Sales at Ouster. (Photo: Business Wire)

"I am pleased to promote Cyrille to lead our global commercial team and continue the strong momentum we delivered in the first half of the year. He has a deep understanding of lidar and our market verticals, established relationships with our largest customers, and experience leading high-performing sales teams," said Angus Pacala, Ouster's CEO and co-founder. "I also want to thank Nate, who transformed Ouster's commercial operations during our first two years as a public company. We are well-positioned with the technology and team to deliver near and long-term growth."

Cyrille has been a strategic sales leader at Ouster since 2018 and brings significant global commercial experience into his new role, from launching the Company's first hardware products in North America to overseeing the growth of the European and Middle East markets. Prior to joining Ouster, Cyrille had a fifteen-year career building and guiding sales organizations for dozens of technology companies in the U.S. and Europe. He previously served as the CEO and founder of Business Crescendo, a business development consulting firm focused on international expansion where he supported go-to-market strategies, building strategic partnerships, sales prospecting and customer engagement. He received his Master's degree in Optical Physics from Institut d'Optique Graduate School in Paris.

"Ouster has an innovative portfolio of lidar hardware and software solutions, and an incredible product roadmap that continues to

unlock new levels of automation and intelligence across critical sectors of the economy and our daily lives," said Cyrille Jacquemet, Ouster's SVP of Global Sales. "I look forward to leading Ouster's commercial team to capture the expanding opportunities for this technology."

About Ouster

Ouster (NYSE: OUST) is a leading global provider of high-resolution scanning and solid-state digital lidar sensors, Velodyne Lidar sensors, and software solutions for the automotive, industrial, robotics, and smart infrastructure industries. Ouster is on a mission to build a safer and more sustainable future by offering affordable, high-performance sensors that drive mass adoption across a wide variety of applications. Ouster is headquartered in San Francisco, CA with offices in the Americas, Europe, Asia-Pacific, and the Middle East. For more information, visit www.ouster.com, or connect with us on [Twitter](#) or [LinkedIn](#).

For Investors

investors@ouster.io

For Media

press@ouster.io

Source: Ouster, Inc.