



## Ouster Hires Go-to-Market Leader to Accelerate Lidar Adoption Across Verticals

May 6, 2021

*Nathan Dickerman joins as President of Field Operations*

SAN FRANCISCO--(BUSINESS WIRE)-- Ouster, Inc. (NYSE: OUST), a leading provider of high-resolution digital lidar sensors for the industrial automation, smart infrastructure, robotics, and automotive industries, today announced that it has hired Nathan Dickerman as President of Field Operations to accelerate lidar adoption across its four end markets.



Nathan Dickerman joins as President of Field Operations  
(Photo: Business Wire)

Nathan will be responsible for scaling Ouster's business with a world class team that will execute on the company's go-to-market strategy. He will oversee worldwide sales and sales operations, partner and channel ecosystems, marketing, business development, and customer success. Prior to joining Ouster, Nathan served as the Chief Commercial Officer at Planet Labs where he built the go-to-market organization from scratch and scaled the company to win hundreds of new customers. He previously served in sales leadership roles driving revenue growth for large public companies including Autodesk, PTC, and IBM.

"I am immensely excited to have Nathan onboard to help accelerate our continued growth. He has extensive experience scaling commercial organizations and driving revenue for major technology companies. Nathan is bringing his winning playbook to Ouster to expand our customer funnel and help make us the leading lidar company across every vertical," said Ouster CEO Angus Pacala.

Ouster is investing heavily in its go-to-market teams. It currently sells to over 500 customers in over 50 countries across the Americas, Europe, Middle East and Asia-Pacific regions, and continues to expand its global footprint. Ouster has grown its sales team by 50% since the beginning of 2021 to capitalize on the increasing demand for digital lidar and to grow its customer base across its four end markets.

"I'm excited to work with Ouster's leadership team to further educate the market about how the performance, cost and reliability of digital lidar can drive efficiencies, enhance safety, and improve business results for customers. Ouster's success to date is just the beginning."

"The opportunities for digital lidar are vast," said Nathan Dickerman.

### **About Ouster**

Ouster (NYSE: OUST) invented its digital lidar in 2015 and is a leading manufacturer of high-resolution digital lidar sensors used throughout the industrial automation, smart infrastructure, robotics, and automotive industries. Ouster's sensors are reliable, compact, affordable and highly customizable, laying the foundation for digital lidar ubiquity across endless applications and industries. Already hundreds of customers have incorporated Ouster lidar sensors in current products or those in development for imminent commercial release. For more information, visit [www.ouster.com](http://www.ouster.com), or connect with us on [Twitter](#) or [LinkedIn](#).

### **Forward-Looking Statements**

This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding Ouster's market opportunity and market positioning. Forward-looking statements give Ouster's current expectations and projections relating to its competitive position, objectives, future performance, potential customers and business. You can identify forward-looking statements by the fact that they do not relate strictly to historical or current facts. These statements may include words such as "anticipate", "estimate", "expect", "project", "plan", "intend", "believe", "may", "will", "should", "can have", "likely" and other words and terms of similar meaning in connection with any discussion of the timing or nature of future operating or financial performance or other events. All forward-looking statements are subject to risks and uncertainties that may cause actual results to differ materially from those that we expected, including: Ouster's limited operating history and history of losses; the negotiating power and product standards of its customers; fluctuations in its operating results; cancellation or postponement of contracts or unsuccessful implementations; the adoption of its products and the growth of the lidar market generally; its ability to grow its sales and marketing organization; substantial research and development costs needed to develop and commercialize new products; the competitive environment in

which it operates; selection of our products for inclusion in target markets; its future capital needs; its ability to use tax attributes; its dependence on key third party suppliers, in particular Benchmark Electronics, Inc., and manufacturers; ability to maintain inventory and the risk of inventory write-downs; inaccurate forecasts of market growth; its ability to manage growth; the creditworthiness of our customers; risks related to acquisitions; risks related to international operations; risks of product delivery problems or defects; costs associated with product warranties; its ability to maintain competitive average selling prices or high sales volumes or reduce product costs; conditions in its customers industries; its ability to recruit and retain key personnel; its use of professional employer organizations; its ability to adequately protect and enforce its intellectual property rights; its ability to effectively respond to evolving regulations and standards; risks related to operating as a public company; and risks related to the COVID-19 pandemic; and other important factors discussed in the Company's final prospectus and definitive proxy statement, dated February 12, 2021, filed with the Securities and Exchange Commission (the "SEC"), as updated by the factors disclosed in the section titled "Risk Factors" in its Current Report on Form 8-K filed with the Securities and Exchange Commission on March 15, 2021 and in other reports the Company files with or furnishes to the SEC. Any such forward-looking statements represent management's estimates and beliefs as of the date of this press release. While Ouster may elect to update such forward-looking statements at some point in the future, other than as required by law, it disclaims any obligation to do so, even if subsequent events cause its views to change.

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Source: Ouster, Inc.