

Michael Ganser new member of the board of directors at Prime Computer

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Michael Ganser was elected to the board of directors of Prime Computer. The experienced IT manager is strengthening the Board of Directors of the Swiss manufacturer of fanless Mini-PCs and servers as of now.

Michael Ganser has more than 30 years leadership experience in the IT industry. He is founder and CEO of Windage AG, where he is investing in start-ups and advising next-gen technology start-ups in blockchain-infrastructure, digital-assets, social media, AI, security and sustainable IT. Prior to founding Windage AG Michael Ganser has been serving at Cisco for more than 20 years in various executive leadership positions. Amongst others as Senior Vice President Central Europe, CEO Germany, CEO Switzerland, leader of the SP markets in EU and MEA. He was also leading the enterprise segment across EMEA. Michael Ganser has been working with state officials, CEOs of key enterprises, as well as CIO's and CDOs across EMEA on digital transformation and mission critical infrastructure projects. He was instrumental in the creation of the Global Center for Digital Business Transformation at IMD in Lausanne, as well as the creation of Cisco's prestigious Innovation Center in Berlin. In 2017 he received a special recognition from the federal president of Germany for leveraging technology to improve the medical support for refugees.

Michael Ganser says about his new mandate at Prime Computer: "I have a passion for markets in transition, innovation, business transformation, the creation of winning teams and most important to leverage technology to improve the state of the society. At Prime Computer, with their vision for a more sustainable use of IT hardware, I feel I am in exactly the right place".

Prime Computer CEO and Delegate of the Board Sacha Ghiglione commented on Michael Ganser's election to the Board: "Michael brings a wealth of experience from his leadership positions at Cisco in key areas such as sales, services, growth and customer-centric innovation, that is vital to our future operations and strategy. Michael's counsel and expertise will bring energy to our board and strengthen Prime Computer's commitment to create a world where energy efficiency and durability are the main focus and IT hardware is produced and uses sustainably through a circular economy."

About Prime Computer AG

Prime Computer AG is a young, fast-growing Swiss company founded with the aim of producing IT hardware under economic, social and ecological aspects, focusing on energy efficiency and durability. With its sustainable IT solutions, Prime Computer strives to bring about a rethinking of the unnecessary waste of resources such as energy and raw materials. With precisely matched components, constant further development of the products and the care and analysis of stakeholders, the St. Gallen-based company has succeeded in creating smartly designed, durable, energy-saving & environmentally friendly Mini-PCs and servers that are also fanless and absolutely reliable.