

Euralarm Names Piotr Pogorzelski to Manage Communication as part of Brussels Team

BRUSSELS, Oct 1, 2015 – Euralarm today named Piotr Pogorzelski as Communications Manager, part of its Brussels team. Pogorzelski, 30, will be responsible for the marketing and communication activities of Euralarm.

In this new position, Pogorzelski, who will be based in Brussels, Belgium, will take over the marketing responsibilities from Dirk Gesenhues, General Secretary, in addition to a number of tasks formerly performed by the Technical Committees on Advocacy and Marketing.

Pogorzelski will report to Glen Dale, General Director of Euralarm, and work in close relation with the Euralarm Technical Committees on Advocacy and Marketing led respectively by Lance Ruetimann and Michael Scharnowsky.

“Marketing and communication are essential to Euralarm’s capacity to deliver the best possible services to the electronic fire and security hardware manufacturers, installers and related service providers that form our membership,” said Euralarm Chairman Enzo Peduzzi. “We will keep on working with the EU to advance solutions that strengthen the European safety, security and fire industry. Piotr’s background and experience uniquely position him for this task.”

Prior to assuming this role, Pogorzelski worked for EUREKA, an intergovernmental organisation. Based in Brussels, Belgium, he helped to develop government and industry relationships through various communication activities, working closely with European and national stakeholders. Previously, Pogorzelski worked in Public Affairs at Grayling’s Brussels Office, where he provided strategic advice for clients in a diverse range of policy areas.

Pogorzelski has also assisted various Members of the European Parliament in developing their online public presence ahead of the 2009 European parliamentary elections, while working for a Brussels-based web communication agency.

Pogorzelski holds a dual degree in Economics and Management, and Social Sciences from Paris X University and a master’s degree in European Public Affairs from Institute of Higher Education for Political and Public Sector Management in Paris and Brussels. Pogorzelski was born and raised in France and speaks English, Polish and French.

About Euralarm

Euralarm represents the electronic fire and security industry, providing leadership and expertise for industry, market, policy makers and standardisation bodies. Its members make society safer and more secure through systems and services for fire detection, intrusion detection, access control, video monitoring, alarm transmission and alarm receiving centres. Founded in 1970, Euralarm represents over 5000 companies with an estimated cumulative revenue of 18 billion Euros. Euralarm members are national associations and individual companies from 18 European countries.

More information

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