



PRESS CONTACT

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The Planets Align as Mercury Adds Industry Insider
Todd Eddy as Chief Sales Officer

June 1, 2021 –Woodbury, NY - Mercury Notifications, a leading B2B life safety solutions provider and product manufacturer of the n.FORM® Mass Notification System, is excited to announce the latest addition to the company, industry insider, Todd Eddy and his new role as Chief Sales Officer.

Todd brings to Mercury over two decades of demonstrated success in leading companies to exponential sales growth. His expertise in technology and communications and background in the pro-AV channel make him an ideal fit for his new role. In addition to leading the company's sales, channel, distribution and training strategies, Todd will use his talents to develop innovative programs that leverage his global experience to position Mercury as the leader in mass notification systems and a key component to the integration all types of life-safety signaling devices.

As part of an enterprise level life-safety solution provider, Todd sees endless possibilities for Mercury. He shares, "We are so much more than the manufacturers of mass notifications systems that meet stringent codes and standards. We are one of the most important players in the emergency and companywide communication network. In our ecosystem, we are capable of integrating solutions that not only include mass communication and mass notification, but that also bridge AV, incident management, desktop and mobile notifications, shooter detection, SIP Integration, teams integration alerts, fire alarm panel control integration, access control, nurse call, CCTV/physical security, severe weather detection, digital signage, visual notifications and many other related life safety solutions."

Says Jonathan Leonard, President and Founder of Mercury, "We feel tremendously fortunate that Todd is as passionate about life safety and emergency notification, as he has been about sales excellence and channel development. With him on board, we feel we have found the right champion to help push important discussions that will have a tremendous impact on the health and safety of building occupants, while providing protection for people, property, and their brands.

Rounding out the executive team at Mercury, Todd will be aggressively growing the company's sales force with other important roles that will focus on the K-12, higher education, corporate enterprise and healthcare markets. He will also actively pursue strategic relationships with industry organizations equally committed to life safety.

Looking forward to the work ahead of him, Todd adds, "My mission is to build, train, and run the best sales team and most robust channel in the Life Safety Technology & Compliance-Based Emergency



Notification space here on Earth and beyond. I managed global sales last time and felt it was too restrictive, so intergalactic seemed a bit more freeing.”

In addition to his past success, Todd has been a Board of Directors and Strategic Advisory Board Member for a curriculum development organization called STEM Fuse, and an AVIXA Manufacturer Council Member, as well as an avid support of the National Systems Contractor Association (NSCA).

Todd is the latest addition to Mercury Notifications’ plans for sales growth, company, and market expansion. Reach him at teddy@mercuryN.com and on [LinkedIn here](#).

About Mercury Notifications

Mercury Notifications and their n.FORM® Mass Notification System is an integral part of any life-safety ecosystem. Unlike other mass communication systems, their n.FORM® System meets the UL2572 Standard for Mass Notification and the design requirements for the National Fire Protection Association (NFPA) Code 72: Fire Alarm and Signaling, to be considered a true mass notification system.

The solution provides tremendous integration capabilities for third party life-safety and signaling devices to truly connect and communicate emergency messaging in real time. Offering both distributed audio systems and distributed recipient mass notification systems, Mercury provides the hardware, software, integration and controls necessary to ensure messages reach 100% of the intended audience, 100% of the time.

Offering a complete, end-to-end solution for mass notification, Mercury’s n.FORM® System is hailed by integrators for the simplicity of system integration, open platform, user-interface, fire alarm control panel integration, intuitive controls, and operability. In addition, Mercury Notifications offers the only single vendor solution for mass notification (providing all three system: on-premise, wide area speakers and DRMNS), and creating a one stop solution that meets and complies with UL2572.

Proudly manufactured in the USA since 2013, Mercury Notifications’ n.FORM® system has been installed in millions of square feet nationwide and comes with an unparalleled 10-year conditional warranty.