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Votiro Appoints Ravi Srinivasan as CEO to Accelerate Votiro's Zero-Trust File Security Strategy

Cybersecurity veteran executive brings over 20 years of experience in product innovation and go to market execution

1 September 2021 Votiro, a global leader in malware and ransomware prevention technology, announced today the appointment of Ravi Srinivasan as the company's new Chief Executive Officer (CEO). Votiro is a subsidiary of Senetas (ASX:SEN), a cybersecurity solutions leader trusted to protect commercial, government, defence and critical infrastructure data in over 40 countries. Srinivasan, a veteran product executive with senior leadership experience at Forcepoint and IBM Security, will spearhead Votiro's growth and capital requirements to enhance the company's brand awareness and accelerate its global market expansion.

"I am thrilled to be joining Votiro and look forward to enhancing the company's global operations and position within the malware prevention market," said Ravi Srinivasan, newly appointed CEO of Votiro. "Votiro is paving the way in the [Content Disarm and Reconstruction](#) as a service category. I am eager to begin work to drive innovation, enabling enterprises to adopt a zero- trust approach to file security, and continue advancing Votiro's ground-breaking patented solutions."

Srinivasan joins Votiro with over two decades of experience in executive product management and marketing leadership in cybersecurity and a proven track record of transforming security products to SaaS business models. Srinivasan has worked with teams across the globe to scale businesses and grow new ventures. At Forcepoint, he served as the Vice President of Solutions and Platform Marketing, where he led the company's global go-to-market product strategy, solution marketing, analyst relations, and go-to-market enablement for an $800 million-plus cybersecurity portfolio. He also served as Vice President and GM of IBM Security Information Risk and Protection where he was responsible for transitioning the portfolio to cloud-based offerings and executing a digital channels-based growth.

Founder and CTO Aviv Grafi said of the appointment, "I look forward to working with Ravi Srinivasan to strengthen our SaaS offerings of cyber threat prevention and continue the expansion of our technology resources".

Votiro also announced that Chris Fedde will assume the role of Chairman of Votiro's Board of Directors. He has been a board member since 2019 and has been operationally active with the company since joining. He has also held numerous CEO positions within the information security community, growing and strategically exiting companies.

"Ravi Srinivasan joins Votiro with the ideal skills and experience we need to accelerate our successes with enterprises that need to prevent weaponized file attacks like ransomware," Chris Fedde said. "His knowledge of cloud and SaaS security products makes Ravi ideally positioned to help Votiro expand its U.S. and global presence."

Due to rapid market growth in the APEC region, Daniel Sekers will move to the role of Regional APEC Chairman and Non-Executive Director. He commented: "With the company's focus on the critical US market and Chris Fedde working with Ravi Srinivasan to position the company for our next phase of growth, I'm pleased to focus on the increasing APEC region opportunities."

With cyberattacks surging and cybercriminals exploiting URLs and common file formats to spread malware, Ravi Srinivasan's appointment as CEO will enhance Votiro's market reach and customers' increasing needs for an advanced anti-malware solution. Votiro's Secure File Gateway solution addresses the most threatened file gateways - Email, Web Applications, and Web Browsers – whilst enabling enterprise employees to safely download files on whatever gateways they use without friction delays to their productivity.

To learn more about the Votiro team and its Secure File Gateway solution please visit https://www.votiro.com.

About Votiro
Founded in 2012 by leading file security experts, Votiro is trusted by large enterprises, including top Fortune 500 companies, to eliminate file-based malware threats while ensuring zero business interruption. Votiro is located in the United States, Australia, Israel, and Singapore, and is trusted by millions of users worldwide to safely access files with peace of mind. For more information about Votiro, please visit https://www.votiro.com