



## **Zebra Technologies Corporation**

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FOR IMMEDIATE RELEASE

## **Zebra Technologies Announces Executive Appointments**

*Mike Terzich appointed Chief Administrative Officer;  
Juliann Larimer joins executive staff as Chief Marketing Officer*

**Lincolnshire, Ill. – Dec. 10, 2014** – [Zebra Technologies Corporation](http://www.zebra.com) (NASDAQ: ZBRA), a global leader in products and solutions that provide real-time visibility into organizations' assets, people and transactions, today announced that Mike Terzich has been appointed Chief Administrative Officer, a newly-created position, and Juliann Larimer has been promoted to Chief Marketing Officer.

“Mike Terzich’s expanded portfolio of responsibilities, which includes business transformation, organizational development and human resources, will help Zebra build on the positive momentum already generated in the integration of the Enterprise business that we acquired from Motorola Solutions,” stated Anders Gustafsson, Zebra’s chief executive officer. “With Zebra for more than 20 years, Mike has demonstrated an ability to lead the organization through change. His appointment will enable him to build on his work as head of our Integration Management Office.”

Mr. Gustafsson added, “Juliann brings a unique blend of talent and experience to the CMO role, which includes perspective gained from serving in leadership positions in both Zebra and Motorola Solutions for more than a decade. She has a deep understanding of Zebra’s channel partners and customers, and an unwavering commitment to help them succeed. We look to 2015 with optimism in our ability to capture increasing opportunities to deliver more high-value solutions to our customers through the industry’s strongest, most comprehensive go-to-market channels.”

Mr. Terzich most recently served as Zebra’s Chief Marketing Officer, after serving as Senior Vice President, Global Sales and Marketing from 2011 to September 2014. Since joining Zebra in 1992, Mr. Terzich served in a variety of roles throughout the organization, including Senior Vice President, Office of the CEO, Vice President of Strategic Project Management and Director, Integration Project Management. Mr. Terzich earned his BS degree in Marketing from the University of Illinois - Chicago and an MBA from Loyola University of Chicago.

Ms. Larimer, an experienced B2B executive, rejoined Zebra in October 2014, following three years with Motorola Solutions, most recently as Vice President, Americas

Marketing. Responsibilities in this role included: industry, product and field marketing; marketing operations, and marketing automation for Motorola's largest region. At Motorola, Ms. Larimer also held positions as Vice President, Global Sales Operations & Channels, and Vice President, Worldwide Channel Sales. In her prior tenure at Zebra, Ms. Larimer held various positions of increasing responsibility in sales and marketing. Ms. Larimer's career also includes positions in NCR Corporation, IBM, Accenture, and Bridgestone Corporation. She is a graduate of Vanderbilt University and The Kellogg School of Management of Northwestern University.

In October 2014, Zebra acquired the Enterprise business of Motorola Solutions, Inc. for \$3.45 billion in cash.

### **About Zebra Technologies**

Zebra (NASDAQ: ZBRA) makes businesses as smart and connected as the world we live in. Zebra tracking and visibility solutions transform the physical to digital, creating the data streams enterprises need to simplify operations, know more about their businesses, and empower their mobile workforces. For more information, visit [www.zebra.com/possibilities](http://www.zebra.com/possibilities).

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