



## Zebra Technologies Corporation

3 Overlook Point  
Lincolnshire, IL 60069 USA  
T: +1 847 634 6700  
F: +1 847 913 8766  
www.zebra.com

### Zebra Technologies' CMO Juliann Larimer Receives Illinois Most Powerful & Influential Woman Award

*Larimer recognized for leadership excellence by Illinois Diversity Council*

LINCOLNSHIRE, Ill. – April 29, 2015 – [Zebra Technologies Corporation](#) (NASDAQ: ZBRA), a global leader in products and services that provide real-time visibility into organizations' assets, people and transactions, announced today that the company's Chief Marketing Officer, Juliann Larimer, has received the prestigious "Illinois Most Powerful & Influential Woman Award" from the Illinois Diversity Council. Larimer accepted the award today at the Council's 6<sup>th</sup> Annual Women's Conference in Chicago.

#### KEY FACTS

- Juliann Larimer was appointed CMO of Zebra Technologies in December 2014 and spearheaded the recent launch of the company's new brand, logo and redesigned [website](#) following the acquisition of Motorola Solutions' Enterprise business in October 2014.
- Earlier this month, Larimer joined Zebra CEO Anders Gustafsson and other Zebra employees to ring the Opening Bell at the Nasdaq Stock Market. Zebra's [vision video](#) was shown in New York City's Times Square to highlight the company's new combined solution offerings and commitment to providing actionable enterprise asset intelligence to stakeholders.
- Nominated for this award by a former colleague at Motorola Solutions, Larimer's career has mostly focused on B2B technology companies in customer/ partner facing positions. She has also been a leader in driving new ways of thinking, developing talent and giving back to the community.
- Award winners are selected based on proven leadership excellence; a record of accomplishments and/or contributions throughout the scope of her career; clout with significant impact on revenues, profitability and/or direction of her organization; commitment to community well-being and the highest ethical standards and professional excellence.

#### SUPPORTING QUOTES

##### **Dennis Kennedy, Founder & CEO, National Diversity Council**

"The National Diversity Council is excited to honor Juliann Larimer with this award. Larimer embodies the Council's vision to advance diversity and inclusion by transforming workplaces into inclusive environments where individuals are valued for their talents and empowered to reach their full potential."

**Mike Terzich, Chief Administrative Officer, Zebra Technologies**

“We are proud to see Juliann recognized with this award. Zebra embraces inclusion and as we build the new Zebra, we want to ensure our workforce represents our diverse global customer base. Having Juliann as part of our senior leadership team will help make that happen.”

**SUPPORTING RESOURCES**

**Website:** [Illinois Women’s Conference](#)

**Website:** [Zebra Technologies](#)

**Facebook:** [Zebra Technologies](#)

**Twitter:** [@ZebraTechnology](#)

###

**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).

**Media Contact:**

Therese Van Ryne

Zebra Technologies

+1 847-370-2317

[therese.vanryne@zebra.com](mailto:therese.vanryne@zebra.com)

**Industry Analyst Contact:**

Carolyn Buerger

Zebra Technologies

+1 224-316-0066

[carolyn.buerger@zebra.com](mailto:carolyn.buerger@zebra.com)

###

Zebra Technologies, Zebra and the Zebra logo are trademarks or registered trademarks of Zebra Technologies Corporation and are used under license. Third-party trademarks mentioned are the property of their respective owners. ©2015 Zebra Technologies Corporation. All rights reserved.