

Ex-Zigbee Alliance executive Benno Ritter joins Trillbit as VP - Sales



New York, New York City, Oct 6, 2021 ([IssueWire.com](https://www.issuewire.com)) - Ex-Zigbee executive [Benno Ritter](#) joins [Trillbit](#) to accelerate its seamless IoT setup and security solution based on "[data over sound](#)" technology. Benno brings a unique business-to-business sales experience in the wireless tech and IoT industry to propel Trillbit's adoption.

Trillbit had recently raised a seed fund of **\$1.5m** from Boston-based [Good Growth Capital](#) and India-based [Refex Capital](#), with the primary goal of using it for business development activities in the US and other geographies. Trillbit's acoustic technology uniquely addresses the current user pain points of device setup and authentication. However, the near future seems even more exciting as the company is in a great position to handle the problems of deep fakes in the voice commerce space and it is uniquely positioned for user authentication and payment. Trillbit is the only protocol that is PSD2 compliant.

Benno has a vast experience of over two decades as an entrepreneur and a senior leader in global companies like Infineon Technologies and Philips Semiconductor, where he was able to carve the path for business growth with his passion and intensity. His knack for identifying opportunities in the ever-growing IoT industry made him work as Vice-president and CEO for companies like Zigbee alliances and MicroPhonon, respectively and contributed to their business growth.

One in three IoT customers struggles in setting up their new smart devices which may lead to poor customer experience, unnecessary customer service calls, and high product returns. Trillbit has been onboarding IoT and smart device companies aggressively on its platform, providing an elegant solution to this problem.

According to Company's CEO [Bhaskar Deo](#) "We are in a unique position to serve smart devices companies, and our value propositions are very clear to them, and that's why we are working with few lighthouse clients. Benno is a valuable addition to the Trillbit leadership team. I am very optimistic that through his efforts, we will be able to harness new business opportunities and would be able to build meaningful relationships with numerous clients."

It would be interesting to track Trillbit's impact in the IoT industry for upcoming years.

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