



BIOGRAPHY

Barry Lynch **Chief Executive Officer**



As Factora's Chief Executive Officer, Barry leads a dedicated group of experts, while keeping pace with the tremendous opportunities Factora is offered, the never-ending evolution of technology and the possibilities for partnership. With a keen focus on the growth of customer profitability, delivering on the promise of the IIoT platform and nurturing the Factora team, Lynch's expertise has provided continued stability and revenue growth in his two years with the company.

Before taking on the role of CEO, Barry acted as Factora's Vice President Sales Marketing. Prior to joining Factora, Barry was with GE Digital for 15 years, in roles spanning "shop floor to top floor," including establishing and validating a Customer Success Program designed to drive the attainment of outcomes for strategic customers.