

## TagMaster North America Welcomes Waldemar Batistella as Its New Vice President of Operations

*Industry veteran Waldemar Batistella brings over 30 years of experience to TagMaster NA's executive team*



Tacoma, WA (January 2020) – TagMaster North America, Inc., a leading provider of advanced identification and mobility solutions, announces the appointment of industry veteran Waldemar Batistella as their new Vice President of Operations. As part of Batistella's new position at TagMaster NA, he will oversee operations and product management as TagMaster NA continues to expand and diversify their product offerings in multiple platforms including long-range RFID, license plate recognition (LPR), and all-in-one software solutions.

Batistella brings over thirty years of industry experience to his new role with TagMaster NA. He is intimately familiar with numerous aspects of the parking and mobility industry, including electronic engineering with experience in both software and hardware development, product design from concept to conception, as well as business administration and project management.

"Batistella is a well-regarded figure in the industry," said Ali Khaksar, President of TagMaster NA. "With over thirty years of industry experience, along with his extensive track record of managing successful large-scale projects, his insight and expertise make him a valuable addition to our executive team."

TagMaster NA continues to earn its position as an industry leader, staying abreast of the ever-evolving industry standards and ahead of the curve with its wide breadth of identification solutions, including the CS-family of intelligent LPR cameras, dual platforms of long-range RFID technology, custom-tailored all-in-one software solutions, and the customizable Ground Transportation Management System (GTMS). "TagMaster NA has built an outstanding reputation and has driven a tremendous amount of success in our highly competitive industry," said Batistella. "I am very excited to be a part of the TagMaster NA organization as it is uniquely positioned to continuously support the industry's crescent demands for superior, faster, and accurate vehicle identification solutions."

Batistella will contribute his well-established understanding of industry demands, project management, and product engineering to enhance TagMaster NA's efforts innovating and developing high performance mobility solutions. "With our shared vision of providing superior identification solutions and outstanding support and service," said Khaksar, "Batistella is a fitting addition to our team who will support our continued growth and success."

Batistella holds an MBA, an MS in Electronics Engineering, and a PMP certification.

**TagMaster North America, Inc.** is a leading provider of identification solutions for automated vehicle identification (AVI) and rail-bound transportation. Collective technologies provide convenient and reliable platforms for applications throughout the Americas. TagMaster North America's breadth of identification solutions are able to increase security, decrease environmental impact and add value to actualize and simplify vehicle access control for a wide array of projects. For more information on TagMaster products, support and services, visit [www.TagMasterNA.com](http://www.TagMasterNA.com) or contact us at [Info@TagMasterNA.com](mailto:Info@TagMasterNA.com) | P:253.238.1421