



Tome hires Shane Wilson as VP of Business Development and Sales to Lead Bicycle-to-Vehicle Safety Deployments

DETROIT – May 16, 2018 – [Tome](#) welcomed [Shane Wilson](#) to the metro Detroit team this week as the software company’s vice president of business development and sales. Tome’s group of software engineers has doubled in size over the past 2 years, propelled by Tome’s [bicycle-to-vehicle \(B2V\) work](#) to make roads safer for cyclists.

“I’m a lifelong cyclist who grew up in the Motor City, so I completely understand the need for and challenge of creating roads that are safe for pedestrians, drivers, cyclists and autonomous systems,” Wilson said. “When I heard Jake and the team at Tome were tackling B2V safety systems, it was clear where I’d head next.”

Prior to Tome, Wilson served as assistant vice president of advanced safety and convenience at VOXX Automotive. Wilson brings more than 20 years of industry experience in automotive, with a focus on the connected vehicle space. Shane’s role at Tome will focus on leading Tome’s B2V efforts towards industry standards for safer roads, in addition to working with key automotive, smart city and cycling industry stakeholders to manage pilot deployments and opportunities for further collaboration.

Tome Software is a proven leader in the design, development, validation and launch of mobility products and services in the Internet of Things tech space and is uniquely positioned to put its vast experience to work for its clients and partners. Launched in 2017, Tome Mobility Services goes far beyond software development. Tome’s expertise with third-party services, network of resources and its dedication to leveraging the right team and tools for any challenge increases project startup speed and efficiency.

About Tome Software

From their office nest in metro Detroit, Tome’s wise, challenge-hungry owls live to take on the world most-intriguing tech puzzles. Led by serial entrepreneurs Jake Sigal and Massimo Baldini, Tome operates in the Internet of Things tech space, specializing in the development of full-stack mobility IoT software solutions. Tome manages the end-to-end product lifecycle to conceive, craft, pilot and launch solutions to real-world problems. Sigal and Baldini founded Tome in 2014. Visit www.tomesoftware.com for more information.

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