

## Commercial product manager appointment

3 years ago



[Abloy UK](#) has appointed Jason Boyce ASyl as the new commercial product manager for electronic access control, specialising in the Aperio access control solution.

The wireless devices are designed to extend the reach of an access control system or replace mechanical locks with intelligent access control. They operate wire-free, so battery-powered devices are easy and cost-effective to install and save money in operating and maintenance costs.

Mr Boyce brings a wealth of experience from his previous roles, which include being a qualified electrician, working in the IP and telecoms sector, and 15 years in the world of enterprise access control before setting up his own business as an independent security consultant. He then began his career with the company as a business development manager in the education sector, before being promoted.

His new role sees him responsible for the product management and commercial success of Aperio. By combining his experience both in sales and as a consultant, he will identify client needs and help them to meet challenges with access control and security.

He said: “My background as a consultant has allowed me to take a step back and look at things differently and ask probing meaningful questions to find the best solution to a problem.

“Often clients don’t know what solution they need, so we have to ask what issues they are trying to overcome and see things from a different perspective. Ultimately, we are a trusted advisor, but we also have the portfolio of products to resolve their problems.”

Abloy commercial director Pat Jefferies said: “Having worked with Jason for the last couple of years, we

identified an excellent opportunity to get somebody with his unique and varied experience into the role of Commercial Product Manager.

“Jason has a strong vision of how to implement his strategy and new ways of working that will better position us in the market and service our customer’s needs. We are delighted to have him on board and are excited to see how he makes this role his own.”