



NEWS RELEASE

Fast growth at leading POS manufacturer necessitates new executive sales leader

J2 Retail Systems, Inc. adds industry specialist & seasoned commercial professional Jeff Burroughs as Vice President of Sales, North America

For immediate release: June 2015, Irvine, CA – J2 Retail Systems, leading specialist manufacturer of PC-based touchscreens, LCD touchscreen monitors and point-of-sale hardware to the retail, hospitality and leisure industries, and part of the global POS manufacturer AURES Group, has announced that Jeff Burroughs has joined their team in the capacity of Vice President of Sales for North America.

“Jeff is well respected in the industries that J2 is focused on and we’re thrilled to have him help build on our positive momentum,” said Kurt Ericson, Vice President. He adds, “The last two years have witnessed the most significant growth in J2’s history. The POS market is particularly buoyant right now and we’re enjoying unprecedented business from existing and new channel partners and enterprise clients, across many segments of the industries we serve. To further capitalize on our successes, we wanted to grow by bringing an established industry professional onto the team.”

“Jeff Burroughs comes to us with impressive credentials and experience of managing global sales and marketing channels at a senior level. He is clearly energized by challenges and will flourish in the sales leadership role in our strategic work environment. Jeff’s experience, along with strong negotiation and communication skills, will be instrumental as we expand our partner and client channel relationships in the POS industry, especially in the hospitality, retail, leisure, and medical markets,” adds Ericson.

“I pride myself on being a committed advocate for those that provide valuable contributions to the channel,” says Burroughs. “I have spent more than 17 years leading sales and marketing teams, specifically focused on commercial channels, and look forward to the opportunity to bring my experience and skillset to an outstanding organization like J2.”

Jeff Burroughs’ professional experience includes ELO Touch Solutions, Adrenaline Movement, Epson America, and Javelin Systems. He’s spent his career working with various members of the POS ecosystem, and has been a fundamental contributor in developing programs designed to maximize mutual profitability and efficiency in his previous organizations. He also served as the first vendor member of the Board of Directors for the Retail Solutions Provider Association (RSPA).

Burroughs attended Chapman University, studying Sociology and Psychology. He was a two-time All-American, and former professional, lacrosse player. When not working, he can be found playing lacrosse, coaching his daughters, or surfing.

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Photography: Jeff Burroughs, Vice President of Sales, J2 Retail Systems, Inc.

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About J2 Retail Systems, Inc.

J2 Retail Systems is a specialist manufacturer of PC-based touchscreens, LCD touchscreen monitors and point-of-sale hardware to the retail, hospitality and leisure industries. With 150,000 units+ installed worldwide, its clients include thousands of leisure operators, leading-brand retailers and hospitality businesses. J2 controls its own design and manufacture. As a result, its products stand out for their innovation, exceptional reliability and one of the lowest costs of ownership available today.

In 2013, J2 Retail Systems became part of the AURES Group. Founded in 1989 and listed on Euronext since 1999, the AURES Group manufactures POS systems and related peripherals. Its PC-based hardware and open-system equipment provides management and point-of-service functions for businesses including specialist food and non-food stores, retail outlets, superstores and catering and hospitality.

With corporate sales over €64 million (\$72 million) for 2014, the AURES Group has global presence, with its head office in France, subsidiaries in the UK, Germany, Australia and the USA - and a network of distributors and resellers in 50+ countries.

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