



## NanoRacks Announces International Sales Director, Søren Pedersen

June 13, 2016—Denmark---NanoRacks is excited to announce that European nano-satellite business leader, Søren Pedersen, has joined NanoRacks European Office. Søren will lead global business development as the Company's International Sales Director working with Mr. Peter Bak.

Søren joins NanoRacks with 5 years of experience in satellite sales and business development. Most recently, Søren served as a Sales Manager at leading CubeSat platform provider GomSpace where he did a large part of the global business development and sales effort.

*"We are thrilled to be growing our European office and bringing the best in the business on board," says Peter Bak, NanoRacks Head of European Operations. "Søren brings a unique set of skills and is well integrated in the satellite community. He's ready to create the best space journey possible for you."*

Søren has a unique background in both engineering and business. He received his Bachelors of Science in electrical engineering from the Technical University of Denmark, studied business engineering at Stanford University, and additionally received his Masters from Aalborg University in International Technology Management.

Søren has worked with a wide variety of customers in both the new space industry and more traditional space industry. These ranged from universities to research institutions and to defense departments on all aspects covered by the nano-satellite life cycle from idea generation to launch and commissioning. This has allowed him to work on many aspects of the business side for financing and contracting through private sources and public programs such as Horizon 2020. Having a deep understanding of all steps from idea to flight ready spacecraft will give customers a user-friendly interface to the sales organization and faster turn around on the products and services offered by NanoRacks.

"I am thrilled to join the NanoRacks team and contribute to exploring and building the commercial space industry with the full range of products provided by NanoRacks," says Søren. "NanoRacks' strong vision has paved the path for commercial space, and I look forward to growing the business bringing unique customers into space. The opportunity to start a European-based sales office will help grow the NanoRacks pipeline and offer the best services to our outstanding customers."

To our friends and customers in Europe and Asia, we encourage you to reach out to Søren at [spedersen@nanoracks.com](mailto:spedersen@nanoracks.com)

**About NanoRacks**

NanoRacks LLC was formed in 2009 to provide commercial hardware and services for the U.S. National Laboratory onboard the International Space Station via a Space Act Agreement with NASA. NanoRacks' main office is in Houston, Texas, right alongside the NASA Johnson Space Center. The Business Development office is in Washington, DC. Additional offices are located in Silicon Valley, California and Leiden, Netherlands.

In July 2015, NanoRacks signed a teaming agreement with Blue Origin to offer integration services on their New Shepard space vehicle. The Company has grown into the Operating System for Space Utilization by having the tools, the hardware and the services to allow other companies, organizations and governments to realize their own space plans.

As of March 2016, over 350 payloads have been launched to the International Space Station via NanoRacks services, and our customer base includes the European Space Agency (ESA) the German Space Agency (DLR,) the American space agency (NASA,) US Government Agencies, Planet Labs, Urthecast, Space Florida, NCESSSE, Virgin Galactic, pharmaceutical drug companies, and organizations in Vietnam, UK, Romania and Israel.