

## **Sibros Names New Chief Revenue Officer and Head of Marketing to Expand Leadership Team Amid Fast Growth**

*Connected Vehicle platform company Sibros Technologies today announced the expansion of its leadership team by naming Ashu Bhalla as Chief Revenue Officer and Albert Lilly as Head of Marketing.*

SAN JOSE, Calif. ([PRWEB](#)) March 20, 2020 -- Connected Vehicle platform company [Sibros Technologies](#) today announced the expansion of its leadership team by naming [Ashu Bhalla](#) as Chief Revenue Officer and [Albert Lilly](#) as Head of Marketing.

Ashu Bhalla will be responsible for driving customer-centric growth and increasing Sibros' presence in both Silicon Valley and automotive strategic regions. Albert Lilly assumes responsibility for customer facing thought leadership, communications, events and digital initiatives.

Ashu brings 20 years experience from enterprise software and management consulting, serving in various executive leadership roles for large global consultancies including Birlasoft, KPIT and Fujitsu.

Albert brings 20 years experience from the enterprise technology space, previously holding marketing leadership roles at IBM, KPIT and at various venture backed startups.

“I look forward to Ashu’s and Albert’s combined experience to advance Sibros’ position as the Connected Vehicle technology partner of choice for automotive OEMs”, said [Hemant Sikaria](#), CEO of Sibros. “They have a rich history of working together in the past which creates a unique sales and marketing synergy to support our next level of growth”, added Sikaria.

The expansion of Sibros’ leadership team comes on the heels of a highly successful 2019 after the company launched its unique Connected Vehicle platform, welcomed a dozen new customers and raised its second round of venture capital.

About [Sibros](#)

Sibros' Connected Vehicle platform connects and manages all in-vehicle software and data between vehicles, networks and the cloud - across the entire lifecycle, from R&D to the last mile. This Ecosystem-as-a-Service approach helps OEMs deliver never-before-available vehicle functionality and personalized mobility services, both remotely and at scale. For more information about the Silicon Valley-based company, visit <http://www.sibros.tech>.



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