



FOR IMMEDIATE RELEASE

Climavision Appoints Tad Maguire as Vice President, Sales & Business Development

Louisville, KY – June 29, 2021 – Climavision, a pioneering weather services and intelligence company, today announced that Tad Maguire has been appointed as Vice President, Sales & Business Development. Maguire, a founding team member of Climavision, is responsible for revenue generation and all aspects of the global sales operations.

Maguire comes to Climavision from The Weather Company, an IBM business, where he worked for the past 30 years. For the past 20 years of his time there, he worked in a senior sales capacity, developing and cultivating a comprehensive client portfolio built on the sales of weather data and applications to distribute, view and utilize the information in a variety of industries in the USA and global markets. In that capacity, he negotiated with major media clients including BBC (UK), NBC, ABC, Tegna, and Gray Media Group (USA), and helped to establish new market deals with Amazon and Google.

Also during his time at The Weather Company, Maguire served as the successful Managing Director for International Sales, leading development projects for commercial and government clients in Central and South America, Africa, Australia, Asia and Europe as well as Director of Business Development for the company's radar technology efforts.

"Tad brings a tremendous wealth of experience in sales and business development in virtually all of our target markets," said Climavision Co-Founder and CEO Chris Goode. "He is hitting the ground running, and will no doubt have an immediate positive impact on our efforts to grow our business around the world."

"Climavision brings together so many of the areas I have concentrated on over the course of my career, so it truly is a perfect fit," said Maguire. "I am thrilled to have an opportunity to join a team that will dramatically shift the way the world watches the weather."

Before working at The Weather Company, Maguire was employed by WSI, which was later acquired by the Weather Company. While at WSI, prior to transitioning to sales, he served for nearly 10 years in the company's offering group as a product manager, where he championed the development of key innovations in broadcast media platforms as well as in an operational role where he developed the company's first professional education/training program for media products, which set the standard in industry for the next two decades.

Prior to joining WSI, Tad was a broadcast meteorologist for local television stations in South and North Carolina. He later appeared as an expert weather/science contributor for WSI on national television outlets such as Fox News Channel and MSNBC.

Mr. Maguire holds a bachelor's degree in Meteorology from Northern Illinois University.

A photo of Maguire can be found at www.....com.

About Climavision

Climavision brings together the power of a proprietary, high-resolution weather radar and satellite network combined with advanced weather prediction modelling and decades of industry expertise to reduce existing coverage gaps and drastically improve forecast ability.

Climavision's revolutionary new approach to climate technology weather solutions is poised to help reduce the economic risks of climate change on companies, governments, and societies alike. Climavision is backed by The Rise Fund, the world's largest global impact platform committed to achieving measurable, positive social and environmental outcomes alongside competitive financial returns. The company is headquartered in Louisville, KY, with research and development operations in Raleigh, NC. To learn more, visit www.Climavision.com

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