



The  
**Public Safety  
Network**<sup>®</sup>

EMPOWERING PUBLIC SAFETY WITH LIFE SAVING TECHNOLOGIES



## Identify Public Safety Market Demand and Grow Sales with PSN's Market Insights

Listen closely to the voice of public safety by collecting feedback directly from your customers, prospects, and partners. PSN's Market Insights service will tell you how they buy, what frustrates them, what they can afford, what products or features they like and dislike, and a host of other preferences that will help refine and sell your product or service.

- ✓ **Meet early adopters, influencers and technology buyers.**
- ✓ **Identify a strong public safety market demand for your product.**
- ✓ **Acquire new qualified sales leads.**
- ✓ **Gain key insights into the customer buying cycle and price sensitivity.**
- ✓ **Identify customer journey milestones to increase conversion and retention rates.**

**PSN's Market Insights** is a scalable service that taps into an unmatched network of technology buyers and influencers in the public safety market:



Hear directly from your customers, prospects and partners through online surveys, phone interviews, and/or focus groups.



Gain insights into customer experiences, buying cycles, and product-market fit from customized analysis.



Grow sales funnel with qualified leads and receive actionable recommendations to improve sales funnel conversions.

To learn more about PSN's Market Insights service  
contact Drew Delaney at [drew@publicsafety.network](mailto:drew@publicsafety.network)

# Meet the Team



**Victoria Lee**

*Managing Director*

Victoria's 30-year career in public safety includes serving as a volunteer firefighter/EMT, directing numerous internal programs and grant activities at the International Association of Fire Chiefs (IAFC), and conducting extensive public safety outreach at the First Responder Network Authority (FirstNet).



**Drew Delaney**

*Director of Growth and Advisory Services*

Drew has nearly 20 years of experience in wireless and public safety technology including Lucent Technologies, the First Responder Network Authority and now PSN. Since leaving FirstNet in 2018, he's helped launch and grow over a dozen companies and products in the US public safety market.



**David Blankinship**

*Senior Technology Advisor*

David works on technology and strategy, analytical collaborations, and curating future technology for public safety as the technology advisor to PSN and the Western Fire Chiefs Association. He also co-founded Intterra, the premier situational awareness and analytics platform in the fire service.



**Rhiannon Bogozi**

*Operations Manager*

Rhiannon's 15 years of experience in public safety began as a volunteer firefighter and EMT and included serving as a Program Coordinator for FEMA grants managing fire department recruitment and retention through marketing and training programs.