

## **Insurance Telematics Influencer and Pioneer Nino Tarantino Joins Sfara**

*Tarantino will lead go-to-market strategies to insurance carriers for Sfara's ultra-low speed crash detection with on-scene FNOL.*

HOBOKEN, N.J. ([PRWEB](#)) January 06, 2022 -- Nino Tarantino will lead go-to-market strategies to insurance carriers for Sfara's ultra-low speed crash detection with on-scene FNOL.

Joining Sfara demonstrates Nino's continued spirit of disruptive innovation within the world of telematics and leading high-performance teams to deliver transformational growth. As evidence of his commitment, Nino was previously named Influencer of the Year at the Telematics Detroit awards.

A primary reason Nino joined was because of Sfara's game-changing technologies to the world of FNOL. Sfara's recently announced ultra-low speed, mobile crash detection with automatic, on-scene FNOL is a combination of features that had been until that announcement an unfulfilled market need.

Because most existing notification processes are not automatic, 88% of FNOL does not occur on scene. Further complicating the situation is that the majority of insurance claims come from low-speed incidents, which have the greatest risk of slow reporting from the policyholder.

Sfara's technologies are proven to increase the percentage of on-scene FNOL and also include incidents that occur at ultra-low speeds. This combination represents significant opportunity for insurers to control post collision economics, while also providing a better service experience for the policyholder. Bottom line: Insurers can improve their loss ratio and provide a better and faster digital claims experience to policyholders.

"When I became aware of what Sfara had accomplished, I knew innovation in insurtech was being led by Sfara," said Nino Tarantino. "Sfara is changing the paradigm by delivering reliable, ultra-low speed, on-scene FNOL that will also serve as the foundation for a digital claims experience that can save the insurance industry billions in claims processing. I'm thrilled to be part of this deeply experienced team."

"With many exciting opportunities obviously available to him," said Erik Goldman, CEO of Sfara, "Nino chose to join Sfara, because we are addressing a substantive need in the insurance industry that is game changing. We're excited to have Nino on board, bringing his vision and experience to help accelerate adoption of our technology in the insurance and FNOL industries."

An insurance, telematics and telecommunications industry veteran, Nino brings 30 years of experience to the Sfara leadership team. Most recently, Nino was the CEO of IMS, Americas. Before that, he established himself as a leader in insurance telematics, as the founding CEO of Octo Telematics in North America, growing the business from startup to a market leader in only four years. He earned his Master's in Telecommunications Engineering in Rome and began his career with Telecom Italia.

Nino is a welcome addition as Sfara deepens its commitment to the insurance industry and offering the best FNOL solution on the market.

For more, visit [www.sfara.com](http://www.sfara.com).

## ABOUT SFARA

Sfara is enabling a mobile revolution in safety and control. Sfara's patented AI technology and global platform transforms the smartphone into a secure mobile safety and analytics solution, available as a GDPR-compliant SaaS offering to our partners in the mobility space, including automakers and mobile network operators.

Capable of running on 4.6B smartphones sold worldwide since 2013, Sfara technology represents a paradigm shift for the telematics industry and our partners—offering unprecedented detection capabilities, without incremental hardware or data transport costs. Sfara provides a highly scalable, cloud-based data analytics and assurance solution designed to assist companies navigating the challenges of shifting transportation models, such as transportation-as-a-service, semi and fully autonomous vehicles, as well as fleet management and ride-sharing services.

Sfara is led by a deeply experienced executive team with over 150 billion miles driven on their leading edge, embedded and aftermarket telematics solutions for consumer and fleet applications, including UBI and MHAV, operated throughout North America, Europe and China. Headquartered in Hoboken, NJ, Sfara also is expanding in Silicon Valley, Finland, Israel, and in Germany via Sfara GmbH. Triggered Training™ and Sphere of Safety™ are trademarks of Sfara.



**Contact Information**

**Rocco Tricarico**

Sfara

<http://www.sfara.com>

301.785.1961

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