Björn Krasemann joins Macnica ATD Europe as Vice President of Sales

Chatou/France, 01 October 2024. With effect from 01 October, Björn Krasemann is the new Vice President of Sales at Macnica ATD Europe. The business engineer has many years of experience in sales and management at well-known machine vision enterprises. In his new role, Björn will drive the further expansion of Macnica ATD Europe's sales and service activities.

"I am delighted to join Macnica ATD Europe which is part of the global acting Macnica group, one of the top-ranking value added distributers in our business. The focus in my assignment will be to further strengthen the European service network, to spotlight Macnica's outstanding solution competence and lift the brand awareness of Macnica in Europe to the ubiquitous status the company has reached in its home markets in Asia", says Björn Krasemann.

Björn started his career in broadcasting and eventually moved into the machine vision industry accepting a first position as Account Manager Sales. Through a following management position at SVS-Vistek, Björn was most recently part of the management of TKH Vision and the SVS-Vistek and Allied Vision brands.

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About Macnica ATD Europe

Macnica is a trusted technology solutions partner, empowering the world's leading businesses to succeed in the future. Macnica's products, services, and innovations are crafted to future-proof organizations by continually pushing the boundaries of what is possible.

Bold collaboration with partners and customers drives their products and services to new levels of achievement. By accelerating digital transformation, Macnica helps ignite exponential growth in technology, delivering forward-looking value that influences businesses, economies, society, and the planet.

Together with global partners, Macnica leverages the latest advancements in semiconductors, secure networks, and artificial intelligence to address tomorrow's challenges.

Macnica ATD Europe, a subsidiary of Macnica Inc., operates across Europe, with offices in France (Chatou), Germany (Munich, Ingolstadt, Regensburg), and the UK (Milton Keynes), providing expertise and innovative solutions to this dynamic region.

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