

Ecublens, May 14: Synova SA reinforces its customer and industry focus

Synova SA announced today that it has organized its business according to market segments thereby forming three business units “**Diamonds**”, “**Semiconductor**” and “**Industry**”. This will allow the company to focus on the specific customer and market needs of each business segment in employing its core Laser MicroJet® technology application platform. It will also improve responsiveness and overall commitment to customer success.

Each business unit will be staffed with dedicated resources in engineering, applications as well as sales and services. This will enable tailor-made product and service offerings for customers in each segment. The move is designed to spur further growth of Synova’s business.



Jörg Pausch, Synova’s Head of Sales, has been promoted to lead the Diamond business unit as Head of Diamonds while **Pedro Torres**, Synova’s Head of R&D, has been promoted to lead the Semiconductor division in the capacity of Head of Semiconductor. Heading the Industry division will be **Frank Michels** who will join Synova in the 3rd quarter of 2012. His prior assignments speak of his longstanding experience in the equipment business. The business unit managers will report to the CEO.

In line with the business unit organization, Synova is also strengthening its sales and marketing presence in China, the Asia Pacific region and the United States of America. **Edward Chan** joins the company as of May 14 as Head of Business Development Asia and Managing Director China. He works out of Shanghai, China. He comes with a strong track record in the semiconductor capital equipment market and related industries. Edward Chan works closely with **P-J Broodbakker** who joined the company already earlier in the year from ASML.

For the United States, **Douglas K. Walker** takes up the position of Director of US operations on May 14. He comes with a longstanding experience in the capital equipment markets for semiconductors and other electronic devices. Synova is also increasing its product test and demonstration capabilities in its Micro Machining Centre (MMC USA) in Fremont, CA. **Alexander Schreiner** has been appointed as Manager of the MMC.

To complement the new organization and business direction, **Jeroen Hribar** joins the company effective June 1, as Head of Business Development at Synova’s headquarters in Ecublens, Switzerland.



Since 1997 Synova SA has pioneered the Laser MicroJet® technology, exploiting the synergy of laser power with water. Synova has an installed base of some 150 systems worldwide and supports customer applications and testing at its head-quarters in Ecublens-Lausanne, Switzerland, as well as in well equipped Micro Machining Centers (MMC) across the globe. Sales and service of its machines is using the established Micro Machining Centers (MMC) infrastructure in addition to sales & service points around the world.

www.synova.ch

If you have any questions, please do not hesitate to contact us.

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