

Press release

Additive Industries appoints Mark Massey as new CCO

Mark Massey joins world's first dedicated equipment manufacturer for industrial metal additive manufacturing systems effective May 1st

April 20, 2021 – Eindhoven (The Netherlands) – Additive Industries is pleased to announce the appointment of Mark Massey as Chief Commercial Officer (CCO). The creation of the CCO position and Mark's addition to the team is the first step in the expansion of the company's global commercial organisation to support its growth ambitions. As CCO, Mark will lead the further development and implementation of the Sales & Marketing strategy in addition to leading the global sales, marketing, product management and the customer life cycle Management teams. He will be instrumental in driving growth of the business.

Mark, who is currently Sr. Director & General Manager for the Bulk Elemental Analysis product line at Thermo Fisher Scientific, has a proven track record as a sales leader with over 25 years of experience delivering business growth with high-tech capital equipment in industrial markets. Prior to his current role, Mark held various management roles in sales management with Philips Industrial Electronics, AMETEK, and Thermo Fisher's Electron Microscopy business unit. He holds a degree in Electronics Engineering from The Hague University of Applied Sciences and in Business Administration.

Mark Massey: "I am honoured and excited to join the innovative and dedicated team at Additive Industries. The company is at the forefront of innovation in the highly attractive markets of metals additive manufacturing and I look forward to our growth journey and long-term success."

Ian C. Howe, CEO at Additive Industries: "We extend a warm welcome to Mark in joining our company as CCO, this is a key step in strengthening our commercial presence. Additive Industries has a huge untapped potential and with Mark's competence and broad experience in sales management in key target markets we will accelerate our growth via acquisition of new business and customers."

[More information](#)

Picture of Mark Massey can be found on the www.additiveindustries.com website.

Contact Additive Industries

Irina Schatorjé, Marketing Manager
Mobile: +31 (0)646280407

Additive Industries b.v.
Achtseweg Zuid 155, 5651 GW Eindhoven, The Netherlands
P.O. Box 30160, 5600 GA Eindhoven, The Netherlands
www.additiveindustries.com

Chamber of Commerce 56692579, VAT NL852265992B01
Rabobank IBAN NL87RABO0172931932, BIC RABONL2U



E-mail: i.schatorje@additiveindustries.com

Additive Industries b.v.

Achtseweg Zuid 155, NL 5651 GW Eindhoven, The Netherlands

P.O. Box 30160, NL 5600 GA Eindhoven, The Netherlands

www.additiveindustries.com

About Additive Industries

Additive Industries is a 3D metal printer manufacturer for high-quality metal parts. It offers a system specifically aimed at high-end and demanding industrial markets. With class-leading build volume, robustness as well as productivity, Additive Industries redefines the business case for aerospace, automotive, energy and high-tech equipment. Headquartered in the Netherlands, Additive Industries has demo and service centers in the USA, UK and Singapore and is a global key player in large volume metal printing systems.