

## Press release

### **Additive Industries announces Dave Emmett as new Director of Sales and Business Development for North America**

**AI adds a true additive veteran to the US team to further its goal of becoming world leader in metal additive manufacturing**

August 3, 2021 – Eindhoven (The Netherlands) / Camarillo (California, USA) – Additive Industries, the world's first dedicated equipment manufacturer for industrial metal additive manufacturing systems, continues its rapid growth by adding another additive manufacturing veteran to their Sales Team. The announcement follows other recent changes in senior leadership and previously made investments to propel the company into a prominent position within the metal additive manufacturing industry.

Formerly a Technical Sales Leader at GE Additive, Emmett has spent the last 25 years in various business management roles at world-class technology companies such as BAE Systems and Renishaw. His responsibilities at AI will include driving strategic customer relationships, building the North American sales team, and developing new business initiatives that focus on growth in the key market verticals of Aviation, Space & Defense, High Tech, Energy, and Industrial.

In order to introduce himself to the broader industry network in his new role, Emmett will be present at Rapid + TCT on September 13-15, 2021, in Chicago. During this key event within the additive manufacturing industry, he will be available for personal 'meet & greets'. Next to that, Emmett will be elaborating on the latest news and developments concerning Additive Industries.

"I am really excited to be joining this dynamic company with so many innovative concepts that show vision and room for growth. Existing customers with repeat orders for more MetalFAB1 machines is a testament to the product, the process and the service delivered today. In this immature industry, process variability is one of our challenges. The automated processes that Additive Industries has placed in the hands of the operators reduces that variability and offers pre and post build validation tools which are critical to quality", Emmett says in a statement.

Mark Massey, CCO at Additive Industries: "We are proud to have Dave join the US team. His extensive experience in our industry, combined with his unique commercial skills and application knowledge in metal additive manufacturing, will contribute greatly to the success of our ambitions in becoming the number one company in our field." Ian Howe, CEO at Additive Industries, adds: "Considering Dave's invaluable experience in business development at companies across the world, but specifically in North America, he is masterfully positioned to drive the acceleration of our growth



in this region. We have complete confidence in his ability to lead our dedicated US team to new international success on the sales level.”

#### [More information](#)

Pictures of Dave Emmett can be found on our website: [www.additiveindustries.com](http://www.additiveindustries.com).

#### **Contact Additive Industries**

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#### **About Additive Industries**

Additive Industries is a 3D metal printer manufacturer for high-quality metal parts. The company 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.