

## **Press Release: Photonics Systems Group appoints Antonio Schmidt as Chief Sales & Marketing Officer**



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Photonics Systems Group GmbH, the leading German laser equipment company for micro material processing and laser trimming, is pleased to announce the appointment of Antonio (Toni) Schmidt in the role of Chief Sales & Marketing Officer of the group.

Antonio has an impressive background in sales, business development and strategic marketing. He brings in more than 25 years' professional experience in the high-tech equipment industry, establishing worldwide sales and services for new industries and emerging markets.

"I am very happy to announce that Toni took over the position of CSO of Photonics Systems Group," said Markus Nicht, CEO of Photonics Systems Group. "Antonio's excellent knowledge of the laser industry in both sales and marketing combined with his mind set to look always for customer satisfaction is a valuable asset that will help us to expand our business.

In his previous role at InnoLas Solutions Toni was responsible for the development of new business activities in Electronics and Semiconductor markets, which led to a significant revenue increase in the past two years.

He commented: "This is a great opportunity for me to integrate several mid-size companies into a strong group and to expand the business globally and to

leverage relationships with the top-tier companies in the photovoltaic, electronics and semiconductor area.

### **About Photonics Systems Group**

Photonics Systems Group's core companies are InnoLas Solutions GmbH and LS Laser Systems.

InnoLas Solutions is a leader in laser processing of micro-materials. The group designs and produces customized machines and processing systems for high-precision laser applications in the photovoltaic, electronics and semiconductor industry alongside precision engineering. It supplies renown, globally active customers in the core markets Europe, the US, and Asia. The group has over 100 employees working at its group headquarters in Krailling, Germany, as well as in the US and at several sites in Asia.

LS Laser Systems is a medium-sized Bavarian company based in Munich that operates internationally and has over 25 years of experience in laser technology. Its core business focuses on developing, producing, distributing, and servicing active and passive laser trimming systems as well as other micro-processing systems. The company has gained an excellent reputation over the course of two and a half decades as a reliable and highly productive partner.

### **Further information:**

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