

APPOINTMENT RELEASE

Photonics Systems Group expands sales business by hiring Anders Pennekendorf

Krailling, Germany, February 27, 2020 – [Photonics Systems Group](#), a market leader in building laser equipment in the field of micro-materials processing, is positioning itself more broadly in sales. The group has managed to get on board Anders Pennekendorf as Senior Sales Manager to move the sales business for ceramics as well as for special machine construction forward. In his role, he is responsible for the worldwide sales activities for this market.

The graduate micro- and precision engineer and technical MBA sees his key tasks in customer acquisition as well as in maintaining existing customer relations. He works closely with the product and project management, the application and the service, placing a special emphasis on the requirement to determine technical solutions for customer-specific systems, followed by their development in collaboration with the application. Anders Pennekendorf reports directly to CEO Markus Nicht.

“I look forward to using my technical expertise and creativity to set the course for a successful future for the Photonics Systems Group”, says Pennekendorf. “My goal in my position as Senior Sales Manager is definitely to use the many years of expertise I have gained in special-purpose machine construction, especially in the laser sector, to the benefit of the group.

Pennekendorf looks back on a profound sales experience in the field of laser and special machines in globally operating companies. Prior to joining Photonics Systems Group, he has been responsible as Head of Sales & Product Management Laser Machines at Gehring Technologies for the development and implementation of the company’s production strategy. From 2012 to 2014 he held the position of the Sales Manager for Laser and Special Machines for the USA, UK and Brazil at Rofin-Baasel Lasertech where he successfully expanded the existing business in the medical and automotive industries, amongst others.

“With Anders Pennekendorf we have been able to win an experienced sales representative who is internationally well connected. I see the development and establishment of customer-oriented and trusting relationships in good hands with him,” says Markus Nicht, CEO of Photonics Systems Group, confidently. “His expertise is a great enrichment for the team, and I appreciate having him on board again.”



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From 1999 to 2011, Pennekendorf has been employed by the former InnoLas Systems, initially as a service manager and later as department manager for the service and after-sales of special machines. By spinning off the photovoltaic and electronics divisions, InnoLas Solutions was formed from InnoLas Systems in 2013.

About Photonics Systems Group

Photonics Systems Group is a leader in building laser equipment in the field of micro-materials processing. The group, whose core companies are InnoLas Solutions GmbH LS Laser Systems GmbH and EPP Electronic Production Partners GmbH designs, produces and distributes customized machines and processing systems for high-precision laser applications in the photovoltaic, electronics and semiconductor industry. It supplies renowned, globally active customers in the core markets Europe, the US, and Asia. The group has over 120 employees working at its group headquarter in Krailing, Germany, as well as in the US and at several sites in Asia.

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