

NEWS UPDATE

For Release October 1, 2018

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SMTAI Booth #223

Mike Welch Joins YAMAHA as Sales Manager

Kennesaw, Georgia, USA – Yamaha Motor Corporation USA’s Intelligent Machinery (IM) Division is pleased to announce the addition of Mike Welch as a Sales Manager for the Southeast USA.

In Mike’s new role, he will be working closely with customers in the Southeast to expand Yamaha’s ever-increasing market share in the Americas. He will be responsible for the southern US states, including Florida, Georgia, Tennessee, Alabama, Mississippi, North and South Carolina, Virginia and Maryland.

Mike joins Yamaha with over 30 years of direct capital equipment sales experience in the SMT Industry. With his vast experience in providing solutions to customers, he is a welcome addition to Yamaha’s sales force.

In making the announcement, George Babka, Sales General Manager, said, “Mike’s 30+ years of experience in SMT Sales and in-depth knowledge of the Industry adds an exciting amount of talent to our growing sales organization. He will help Yamaha continue its expansion by offering our customers a level of support that is unsurpassed in the industry. “



Mike said, on joining Yamaha, “Yamaha’s comprehensive SMT Equipment Portfolio gives me the flexibility to provide any customer with a complete, single-vendor solution, or to engage prospective customers at any point in the production line with a World-Class Yamaha offering. Additionally, the continuous high level of investment in R&D by Yamaha into this industry, along with the synergy with the Yamaha Robotics Group, makes us uniquely able to adapt to the quickly evolving requirements of American Electronics production.”

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Originally from New England, Mike holds a Bachelor's of Science degree in Engineering from the University of Lowell, Massachusetts. After many years in the punishing Massachusetts winters, Mike relocated to North Carolina in 2015 to continue his career and to golf year-round. His engineering education combined with his experience in the industrial, aerospace, and military segments of electronics production adds significant strength to Yamaha's organization, George added.

About Yamaha Motor Intelligent Machinery

Yamaha Motor Corporation, USA IM is a subdivision of Yamaha Motor Corporation, and offers a full line of machines for electric/electronic parts mounting and other production-line solutions to answer the diversifying needs of today's electronics manufacturers. Yamaha Motor Corporation, USA has sales and service offices in Japan, China, Southeast Asia, Europe and North America, providing a truly global sales and service network, delivering best in class on-site sales and service support for their customers.

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