

Press release

Automotive veteran Jan-Cees Santema joins Additive Industries team as Sales Director Europe

Additive Industries' Management Team is prepared for Top 3 ambition and ready for growth

Eindhoven (The Netherlands) – In order to accelerate its growth to a Top 3 position as the productivity leader in metal additive manufacturing, Additive Industries announces another seasoned executive to join the Management Team of the Dutch manufacturer of 3D metal printing systems. As of June 1st, Jan-Cees Santema will be responsible for Sales in Europe and expand the team both working from the Additive Industries headquarters in The Netherlands and locally in the most important regional markets.

Jan-Cees Santema has gained extensive experience in the automotive industry as Managing Director for the VDL Group concerning production automation and driveline technologies. Within VDL Bus Chassis his focus was in the last years on the transition from combusting diesel engine applications towards full electric heavy duty vehicles, such as e-Busses and e-Trucks. The use of this innovative and disruptive technology has lead under his responsibility to new big expanding opportunities for VDL. Consequently VDL and DAF Trucks announced last month their cooperation concerning the production and marketing & sales of the full electric truck. Through this cooperation VDL and DAF can both accelerate within this innovative “zero emission market”.

Jan-Cees Santema will bring his experiences in international marketing & sales and business development in innovative and disruptive markets to support the acceleration of the growth of Additive Industries. Jan-Cees Santema: “I am extremely proud to join the Additive Industries team and to use my passion, experience and enthusiasm in the rapidly changing innovative world of additive manufacturing. It is amazing to see the establishment and growth of Additive Industries in the last years. I look forward to be a team member to support the ambition to be the top 3 player in the market of industrial 3D-metal printers for series production.” Daan Kersten, CEO of Additive Industries adds: “We are proud Jan-Cees adds another wealth of experience to our management team. Both his knowledge of the automotive industry and track record in expanding the business will contribute to execution on our steep growth ambitions”.

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A picture of Jan-Cees Santema can be found on the Press Page on the www.additiveindustries.com website.



More information

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

Contact

Daan A.J. Kersten, CEO

Mobile: +31 (0)653400630

E-mail: d.kersten@additiveindustries.com

About Additive Industries

Additive Industries is accelerating industrial additive manufacturing of high quality, functional, metal parts by offering a modular end-to-end 3D printing system including a seamlessly integrated information platform to high end and demanding industrial markets. With substantially improved reproducibility, productivity, and flexibility, Additive Industries redefines the business case for series production of additive manufacturing applications in aerospace, automotive, medical technology and high-tech equipment.