

Press release

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Guido Resch is the new Vice President Sales

fruitcore robotics strengthens sales organization

Constance, February 2nd, 2023 – fruitcore robotics has expanded its sales management team with Guido Resch as Vice President Sales and Tommy Swigart as Head of International Sales. The Constance-based pioneer of intelligent robotics and automation solutions is thus preparing for further continuous growth and international expansion. Both functions have been newly created.

"With Guido Resch and Tommy Swigart, we have gained two highly experienced sales experts with a large network and broad expertise in international sales. We are very pleased that both of them will accompany us into the next growth phase," said Patrick Heimbürger, Managing Director (Chief Revenue Officer) and co-founder of fruitcore robotics.

In his role as Vice President Sales, Guido Resch has been responsible for all global sales activities of fruitcore robotics since January 2023 and focuses primarily on the further consistent expansion of the national and international market presence. The 53-year-old looks back on 28 years of sales experience in the technology sector and automation engineering. He has held senior sales positions at Universal Robots, ASTI Mobile Robotics (now ABB) and Franka Emika, among others, and successfully scaled the companies' sales activities worldwide. "fruitcore robotics is ideally positioned to become a key player in digital robotics on a global scale. I am very much looking forward to to successfully implement the goals that lie ahead and to help shape international growth together with the team," Resch said.

Tommy Swigart, Head of International Sales at fruitcore robotics since February 1st, 2023, added: "Building fruitcore robotics into a significant player on an international level is an exciting challenge that I am very much looking forward to." The 57-year-old has been active in international sales, product and quality management for more than 25 years, most recently as Managing Director Europe and Business Development Manager at Kinova.

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Meta-Title: fruitcore robotics strengthens sales organization

Meta-Description: With Guido Resch as Vice President Sales and Tommy Swigart as Head of Sales International, fruitcore robotics is preparing for further growth and international expansion.

Keywords: fruitcore robotics; Growth; fruitcore Sales; International Sales; Digital Robot; HORST Industrial Robot; Automation; Digitalization; Digital Robotics

Social Media: fruitcore robotics has strengthened its sales organization with Guido Resch as Vice President Sales and Tommy Swigart as Head of International Sales. The Constance-based pioneer of intelligent robotics and automation solutions is thus preparing for further continuous growth and international expansion. Both functions have been newly created. Patrick Heimburger, Managing Director (Chief Revenue Officer) and co-founder of fruitcore robotics said, "With Guido Resch and Tommy Swigart, we have gained two extremely experienced sales experts with a large network and broad expertise in international sales. We are very pleased that both of them will accompany us into the next growth phase."

Pictures



Caption: Guido Resch has been Vice President Sales of fruitcore robotics since January 2023

About fruitcore robotics

Constance-based fruitcore robotics GmbH specializes in the development, production, and marketing of technically outstanding and easy-to-use "digital robots". The focus of the deep-tech company is to make robotic-based industrial automation available for the masses. The modularized product portfolio includes the HORST "digital robots", the intuitive horstFX software, the horstCOSMOS.com Industrial IoT platform, and intelligent camera recognition functions. The robots are Made in Germany, from hardware to software. In addition to the robots, the company also offers ready-made solutions and software packages for plug & play implementation of complete applications.

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fruitcore robotics was founded in 2017 and currently employs more than 100 people. In addition to its headquarters in Constance on Lake Constance, the company has a production site in Villingen. The deep-tech company has already received several awards, including the Best of Industry Award from MM Maschinenmarkt magazine in the Robotics category (2020), the special prize from Mittelständische Beteiligungsgesellschaft Baden-Württemberg (MBG) as part of the Innovation Award of the State of Baden-Württemberg 2020, and the German Innovation Award 2021 ("Winner" in the Excellence in Business to Business – Machines & Engineering category). For more information, please visit www.fruitcore-robotics.com

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