

## Press Release

### **New VP Sales and Marketing at Schneider Optics, Inc.**

BAD KREUZNACH, 19 August 2020

Jim Sullivan was appointed VP Sales and Marketing of Schneider Optics, the US subsidiary of Schneider-Kreuznach on 17 August 2020.

“Jim is an exceptional sales expert with vast knowledge in the Industrial Optics industry and will use that experience in guiding our other divisions such as Motion Picture and Television. Together, we aim to not only expand our customer relations, but also develop new business and approach new markets. We are glad to have Jim back in the company” said Stuart Singer, CEO of Schneider Optics, Inc.

Jim Sullivan, an engineering graduate of the University of Notre Dame, started his career with ABB Process Automation, working in the metals measurement industry. He moved into the Metrology industry, spending time with Z-Mike and View Engineering helping customers to accurately measure their products to ensure that they were made to specification. Jim Sullivan originally joined Schneider Optics in 2005, working there for 12 years as Director of Sales for the Industrial Optics Division. In 2017, he joined Imperx as a National Accounts Manager, where he helped sell ruggedized cameras to a wide variety of industrial markets. He has authored many technical papers on Industrial Optics.

#### About the Schneider Group:

The Schneider Group specializes in developing, producing and manufacturing high-performance lenses and filter systems for industrial applications, cine and photography. It also offers high-quality precision mechanics and servo hydraulics. The company's main brand “Schneider-Kreuznach” stands for state-of-the-art technology from Germany. The group has been a world market leader in the field of high-performance lenses for many years. The Schneider Group consists of Jos. Schneider Optische Werke GmbH founded in Bad Kreuznach in 1913, and its subsidiaries PENTACON (Dresden), Schneider Optics (New York, Los Angeles), Schneider Asia Pacific (Hong Kong) and Schneider Optical Technologies (Shenzhen). The Schneider Group has around 550 employees worldwide, including 350 at its German headquarters.

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