



Koh Young Technology Promotes Brent Fischthal to Head of Global Marketing

Seoul, Korea – Koh Young Technology, the leader in True3D™ measurement-based inspection solutions, is pleased to announce the promotion of Brent Fischthal as the Head of Global Integrated Marketing. In this newly created position, he is entrusted with spearheading the company's global marketing efforts, overseeing critical areas in marketing strategy, brand management, and digitalization. Leveraging his background in marketing, sales, and business development, Brent will play a fundamental role in managing the global marketing efforts and executing strategies aligned with company goals.

"Brent's contribution to Koh Young America has been remarkable," said Regina Lee, Director and Head of Technical Sales at Koh Young Technology. "We are confident he will continue to elevate Koh Young in his new role by enhancing our brand and marketing strategies."

Koh Young Technology's global customer base includes over 3,500 clients with more than 22,000 machines. Brent will collaborate with the company's international branches to refine branding and messaging to provide consistent value to all stakeholders.

Throughout his time at Koh Young America, his strategic marketing initiatives not only heightened brand recognition but also drove substantial sales growth. He shifted towards digital marketing, fostering brand awareness, and establishing Koh Young as a thought leader in the industry. Beyond his accomplishments there, his marketing and sales leadership background within the electronics manufacturing industry encompasses positions at Panasonic, Philips, Quad Systems, and Universal Instruments. He earned a Bachelor of Science in Marketing from West Virginia University and a Master of Business Administration from the University of Florida Hough Graduate School of Business.

"Accepting this promotion is a collective commitment to elevate our company's brand on a global level," remarked Brent. "I look forward to guiding to our global initiatives, forging stronger connections, and driving us forward."

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About Koh Young Technology, Inc.

Established in 2002, Koh Young revolutionized the inspection market by launching the industry's first 3D Solder Paste Inspection (SPI) system using a patented dual-projection Moiré technology. Since then, it has become the global leader in 3D measurement-based SPI and Automated Optical Inspection (AOI) equipment for the electronics industry. Based on its True3D™ measurement-based inspection technology, Koh Young has developed innovative inspection solutions for challenges with machined parts, press-fit and through-hole pins, conformal coatings, dispensed materials, and semiconductor packages. Through its constant innovation, Koh Young has secured over 3,500 global customers, and commands the dominant global market share position in the SPI and AOI markets with well over 22,000 installations. A customer-centric R&D focus uses our core competencies to develop innovative solutions for new and existing markets by listening to users and researching trends and applications. From the headquarters in Korea, activities spread across the world through its global sales and support infrastructure spanning Europe, Asia, and the Americas. These regional offices ensure Koh Young stays close to the market, and more importantly, its growing user base. Learn why so many electronics manufacturers trust Koh Young for reliable inspection for a smart factory at www.kohyoung.com.

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