KOH YOUNG TECHNOLOGY
INTELLIGENT INSPECTION

Koh Young America promotes Heriberto Cuevas to Country Manager of its Mexico and South America Operations

Atlanta, GA — Koh Young, the industry leader in True3D™ measurement-based inspection solutions, proudly announces the promotion of Heriberto Cuevas to Country Manager for its Mexico and South America operations. In this expanded role, Cuevas will direct regional strategy, oversee sales and account management across the territory, and lead operational excellence in customer satisfaction and market expansion across the region.

Since his appointment as Sales Team Leader in March 2024, Cuevas has demonstrated exceptional leadership in driving team performance and regional growth. As Country Manager, he will assume full responsibility for all Mexico and South America operations, including sales strategy, team development, regional partnerships, and cross-functional collaboration with service, applications, training, and marketing to ensure seamless customer experiences and support the region's ambitious growth targets.

Heriberto Cuevas, Country Manager for Mexico and South America at Koh Young America

"*Heriberto's trajectory from Applications Engineer to Regional Sales Manager to Sales Team Leader, and now to Country Manager, reflects his exceptional capability and dedication to excellence,*" commented Joel Scutchfield, General Manager at Koh Young America. "*His strategic vision, team leadership, and proven ability to drive results have positioned him to lead our Mexico and South America region to new heights. We are confident his leadership will continue to strengthen our market position and* deliver *outstanding value to our customers.*"

Cuevas brings a decade of experience from his tenure as a Tier 1 electronic manufacturing service provider in Mexico, where he successfully led initiatives to reduce downtime and enhance productivity. Since joining Koh Young America, he has proven instrumental in expanding the company's footprint in key markets. His background in both applications engineering and sales, combined with deep regional knowledge and strong customer relationships, make him ideally suited to lead Koh Young's strategic expansion in Mexico and South America.

For more information about Koh Young's inspection solutions and market leadership in Mexico and South America, visit our regional website at kohyoungamerica.com or connect with us on LinkedIn

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About Koh Young Technology, Inc.

Founded in 2002, Koh Young pioneered the industry's first 3D Solder Paste Inspection (SPI) system using patented dual projection Moiré technology. Today, it leads the market in 3D SPI and Automated Optical Inspection (AOI) solutions, with over 26,500 systems installed globally at over 4,100 customers. Koh Young's True 3D technology addresses challenges in electronics manufacturing including surface mount, through-hole, pin insertion, conformal coating, machined parts, semiconductor wafers, and advanced packaging. Guided by user-focused R&D, the company continues to innovate and address evolving market needs. With headquarters in Korea and regional offices worldwide, Koh Young remains close to its customers, delivering trusted solutions for smart manufacturing. Visit www.kohyoungamerica.com to learn more.