

AUVESY-MDT

New Chief Revenue Officer Will Draper to accelerate global growth of AUVESY-MDT

AUVESY-MDT, the market leader for industrial automation backup systems, today announced Will Draper has been named Chief Revenue Officer with responsibility for all global sales and marketing activities.

Landau in the Palatinate (Germany) and Alpharetta (Georgia, USA), 7th November 2023. Will Draper is to lead AUVESY-MDT's global sales and marketing activities in a newly created position as Chief Revenue Officer. His role will include development and execution of a new go-to-market framework optimized to accelerate growth and market expansion.

“I am thrilled to announce Will’s promotion to CRO of AUVESY-MDT”, says Stefan Jesse, Group Co-CEO of AUVESY-MDT, “Having previously held senior leadership positions in sales, strategic planning, and product management, Will is not only an expert in the industrial OT-field but also uniquely positioned to drive AUVESY-MDT's next phase of growth internationally.”

Will Draper joined AUVESY-MDT as President - Americas in September 2022, where he was responsible for strategy, execution, and profitability of day-to-day business in North and South America. His leadership responsibility with the company was expanded in early 2023 with his appointment to the company's Board of Management. In his previous role, Draper consistently demonstrated both strategic vision and operational excellence related to sales and marketing organizational development. His extensive industry experience – particularly in industrial operational technology (OT) – and strong track record make Draper the ideal candidate for the new CRO position.

Prior to joining AUVESY-MDT last year, Draper held senior leadership positions in sales, strategic planning, and product management AVEVA, Dell EMC, and Cirrus Logic. Asked about his new role at the company, Draper said: “I am absolutely convinced of AUVESY-MDT’s enormous market potential and growth opportunities. We are well positioned to benefit from the accelerating digital transformation trends sweeping through industrialized economies. Our commitment to deliver maximum value to our customers is unwavering as we move forward on this journey. Therefore I look forward to embracing that mission in my new position and am very pleased to be able to support AUVESY-MDT as CRO in its continuing growth.”

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About AUVESY-MDT

AUVESY-MDT is the global market and technology leader for versioning and backup solutions in industrial automation. With its octoplant software platform, the company secures the automation of production processes through strong end-point management, where it consistently records and monitors changes to configurations, programming and project statuses in production. This minimizes downtime, increases efficiency, quality and safety standards, and saves costs as well as resources. As a modular solution, octoplant can be linked to different automation technologies and devices, regardless of the manufacturer.

AUVESY-MDT was formed in 2022 from the merger of the two established market leaders AUVESY GmbH and MDT Software Inc. The company is headquartered in Landau, Pfalz, Germany, with additional locations in the USA and China. The company works with more than 100 partners on all continents and serves over 2,500 customers worldwide.

More Information at: auvesy-mdt.com

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