



PRESS RELEASE

FOR IMMEDIATE RELEASE

Industry Veteran Joins Creative Electron

San Marcos, CA – Creative Electron, Inc., the leading American manufacturer of x-ray inspection systems announced that David Kruidhof joined the company as Sales Manager. A seasoned veteran in the SMT market, David has a BS degree in Electrical Engineering from the University of California San Diego and over seven years of experience as a sales representative. He's also an officer of the San Diego SMTA chapter.

David's experience as a sales representative will be a critical asset in his new role as manager of Creative Electron's growing representative network in the US. "I'm excited to join this incredible team at Creative Electron. Since we design and fabricate all TruView x-ray machines out of our facility in California, we can provide our customers with off the shelf and custom x-ray systems that truly satisfy the most complex imaging applications," said David Kruidhof. "I'm proud to join a team of experts who take customer satisfaction so seriously."

"We are very fortunate to have David in our sales team," said Dr. Bill Cardoso, Creative Electron's CEO. "Our customers come to us with applications that require a high level of technical expertise. David's solid technical background and experience supporting customers and their applications is the perfect blend we need to augment our sales team. When customers call us, they need to talk to someone who can really understand their application."

For more information about your next x-ray system, please contact Creative Electron at 760.752.1192, email us at info@creativeelectron.com, or contact us online at <http://creativeelectron.com/contact-us/>

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