



## ***Richard Timms Joins Europlacer as International Channel Manager***

**Europlacer, a leading provider of SMT assembly solutions, is pleased to announce the appointment of Richard Timms as the new International Channel Manager. In this role, Timms will oversee sales operations in the UK, manage distributors worldwide, and drive growth in Germany and the APAC region.**

Timms joins the Europlacer family with more than three decades of expertise in the SMT industry. His respected career spans pivotal roles at leading companies where he led the UK business including senior management positions in sales and marketing, with a strong international B2B focus in electronics and electronics assembly.

Timms began his career as an electronics engineer, gaining comprehensive experience across all facets of electronics assembly. He has consistently demonstrated an ability to adapt and capitalize on major industry innovations, with a focus on business growth, change management, and Customer Relationship Management (CRM) efficiency.



Holding an MBA from Henley Business School, with a specialization in strategic and applied marketing, Timms has a proven track record of formulating and executing effective business strategies. His expertise extends to implementing CRM systems and managing wide-ranging change management projects. Although primarily based in the UK, Timms has also worked extensively in the Netherlands and Munich, Germany, where he held several key roles with global impact.

Reflecting on his new role, Richard Timms stated, “I am excited to join Europlacer and contribute to the company’s continued success. Europlacer’s commitment to customer satisfaction aligns perfectly with my own professional values. I look forward to working with the team to enhance our sales strategies and deliver exceptional value to our customers worldwide.”

For more information about Europlacer, visit [www.europlacer.com](http://www.europlacer.com).

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**About Europlacer**

Europlacer is an award-winning global SMT full-line solution provider with over 50 years of engineering heritage in the electronics assembly industry. Servicing the sector with direct offices around the world and manufacturing facilities in the UK and France, Europlacer delivers flexible, reliable and innovative products to the SMT pick and place market, providing elegant solutions to complex manufacturing challenges. Europlacer is pioneering the market with great technology and a network of acknowledged experts to continue to build the long-lasting relationships that the business has thrived on for the past half-century.

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