

## GOPEL Electronics LLC strengthens its team with experienced sales expert

The US branch of GÖPEL electronic is proud to announce the addition of Mr. David Kalaidjian as the new National Sales Development Manager. Mr. Kalaidjian comes to the company with an extensive background in technical sales management, technical expertise, and a proven track record of driving revenue growth.



More than 20 years of experience in the electronic test industry and his comprehensive understanding of embedded test technology, combined with his strategic leadership skills will be instrumental in driving the sales initiatives and expanding the market presence.

"We are thrilled to welcome David to our team," said Heiko Ehrenberg, Managing Director at GOPEL Electronics LLC. "With his remarkable background and a demonstrated history of fostering strong client relationships, we are confident that David will play a pivotal role in our company's continued growth and success." he adds.

In his role, Mr. Kalaidjian will be responsible for leading and developing the national sales team, implementing effective sales strategies, and cultivating new business opportunities across North America. His commitment to delivering exceptional results and his passion for fostering a collaborative work environment aligns seamlessly to the values and vision of the internationally active company.

"I believe that GOPEL Electronics LLC has the most extensive and progressive testing solutions available in the electronic testing market. I am confident that this will be a highly disruptive addition to the current US market that will benefit both our existing and future customer base," said Mr. Kalaidjian, National Sales Development Manager.

Mr. Kalaidjian holds a Bachelor's Degree in Electrical and Electronics Engineering from Kansas State University and has previously held key leadership positions at Corelis Inc., American Arium, and Applied Microsystems.

"Please join us in welcoming Mr. Kalaidjian to our sales team. We look forward to the achievements he will bring to our company with his strategic vision and leadership." says a delighted Heiko Ehrenberg.

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GÖPEL electronic develops and manufactures innovative electrical test and measurement equipment, automated optical and x-ray inspection systems, and specialized functional test equipment for the electronics industry. GÖPEL electronic has four business units:

- Automotive Test Solutions,
- Embedded JTAG solutions,
- Inspection solutions AOI-AXI-SPI-IVS, and
- Industrial function test.

Active worldwide with its own subsidiaries and distributors, the company generated a turnover of around 40 million euros in 2022 with around 230 employees.

Further information: [www.goepel.com](http://www.goepel.com)

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