

**News Release**

**FOR IMMEDIATE RELEASE**

**BTU International's Kristen Mattson to Join AI in Marketing Panel Debate during APEX 2026**

Westford, Mass., March 2026 — BTU International, Inc., a leading supplier of advanced thermal processing equipment for the electronics manufacturing market, announced that Kristen Mattson, Global Marketing Director, will participate in a live panel discussion on Thursday, March 19 from 9:45-10:15 a.m. PST in Booth #831 during IPC APEX EXPO 2026. The panel will focus on the growing role of artificial intelligence in marketing.



Hosted by Global SMT & Packaging, the panel will examine how AI tools are reshaping marketing strategies, content creation, and customer engagement. The discussion will also address practical steps companies can take to avoid risks such as plagiarism, inaccurate information, and loss of brand credibility when using AI-generated content.

Mattson will be joined by Chris Dayney of Fuji America, Corp. and Pierre-Jean Cancalon of Essemtec AG, bringing together marketing leaders from across the electronics manufacturing industry to share their perspectives on the responsible use of AI.

With extensive experience in both inbound and outbound marketing, Mattson brings a strong technical background combined with a strategic business perspective. Her expertise includes new product introductions, corporate branding, strategic analysis, and investor communications within the semiconductor manufacturing and electronics assembly sectors.

“AI has quickly become part of the marketing toolkit,” said Kristen Mattson. “The important question now is how to use these tools effectively while maintaining accuracy, originality, and trust. This discussion will focus on practical ways marketing teams can use AI to support their work without losing the human insight that makes communication meaningful.”

The panel will explore real-world experiences with AI in marketing, including how companies are integrating these tools into their workflows, balancing automation with human oversight, and ensuring that technical content remains reliable and relevant.

For more information about BTU International, visit [www.btu.com](http://www.btu.com).

### **About BTU International**

BTU International, a wholly-owned subsidiary of Amtech Group (Nasdaq: ASYS), is a global supplier and technology leader of advanced thermal processing equipment in the electronics manufacturing market. BTU’s high-performance reflow ovens are used in the production of SMT printed circuit board assemblies and in semiconductor packaging processes. BTU also specializes in precision controlled, high-temperature belt furnaces for a wide range of custom applications, such as brazing, direct bond copper (DBC), diffusion, and sintering. BTU has operations in Westford, Massachusetts, and Shanghai, China, with direct sales and service in the U.S.A., Asia and Europe. Information about BTU International is available at [www.btu.com](http://www.btu.com).

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