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FOR IMMEDIATE RELEASE

Marin Coronado Mendoza Joins Hanwha Semitech Mexico as General Manager

CYPRESS, CALIFORNIA – February 2026 – Hanwha Semitech Americas announced the appointment of Marin Coronado Mendoza as General Manager of Hanwha Semitech Mexico, where he will lead the company’s operations, sales, and customer support across the region.

Based in Guadalajara, Marin Coronado brings more than 25 years of experience in electronics manufacturing, surface mount technology (SMT), and capital equipment leadership in Mexico and the United States. In his new role, he will focus on strengthening Hanwha Semitech’s presence in Mexico, supporting manufacturers with local expertise, and expanding regional service and sales capabilities.

Prior to joining Hanwha Semitech, Marin Coronado served as Mexico North Territory Sales Manager at ASMPT USA SMT, where he managed sales operations across Northern Mexico, supporting more than 80 customer accounts. During his tenure, he drove multimillion-dollar capital equipment sales, led cross-border logistics and technical support efforts, and worked closely with customers on equipment evaluations, demonstrations, and long-term production strategies.

Earlier in his career, he spent over 12 years as General Manager for ASM Assembly Systems Mexico, overseeing national operations, engineering, sales, service, and full P&L responsibility. Under his leadership, ASM expanded its market presence in Mexico and strengthened customer relationships across high-volume and high-reliability manufacturing sectors. His background also includes engineering manager and leadership roles at Sanmina and Siemens Siplace, where he began his career as a field service engineer and technical support.

Marin Coronado holds a degree in Electrical and Electronic Engineering from the Universidad de Guadalajara.

“Mexico continues to be a critical manufacturing hub for electronics and advanced assembly,” said Marin Coronado, General Manager of Hanwha Semitech Mexico. “I’m excited to work closely



with our customers and partners to support their production goals with the speed, service, and technical depth they expect from Hanwha.”

Hanwha Semitech Americas provides advanced SMT placement systems, automation solutions, and smart factory technologies to electronics manufacturers worldwide, supporting applications across automotive, industrial, medical, aerospace, and high-reliability markets.

For more information about Hanwha Semitech, visit www.hanwhasemitech.com/en/

About Hanwha Semitech Americas:

Hanwha Semitech Americas is a leading global provider of precision manufacturing and technology solutions. Renowned for its innovative approach and cutting-edge technology, Hanwha Techwin is committed to driving advancements in the electronic manufacturing industry, supporting manufacturers worldwide in their pursuit of global competitiveness.

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