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Contact:

Inovaxe Corp.
Boca Raton FL
954-531-1363
E-mail: info@inovaxe.com
www.inovaxe.com

Inovaxe Welcomes Daniel Enríquez Gómez as Regional Sales Manager for Northern Mexico

Boca Raton, FL — May 2025 — Inovaxe, a world leader and provider of innovative material handling and inventory control systems, is pleased to announce the appointment of Daniel Enríquez Gómez as Regional Sales Manager for the Northern Region of Mexico.

With more than 15 years of experience in the electronics manufacturing industry, Daniel brings a strong background in technical sales, business development, and customer support. His deep understanding of SMT processes and material handling challenges positions him to deliver significant value to Inovaxe's customers in one of Mexico's most vital manufacturing regions.



“Daniel's technical expertise, customer-centric approach, and familiarity with the Northern Mexico market make him a perfect fit as we continue to expand our footprint and help more manufacturers streamline operations through smart inventory solutions,” said Ben Khoshnood, President of Inovaxe.

In his new role, Daniel will focus on supporting existing customers, expanding market presence, and driving new business for Inovaxe's portfolio of intelligent storage systems, including its award-winning InoAuto product line. He will work closely with engineering and service teams to ensure seamless implementation and maximum ROI for customers in the 6 northern states of Mexico, reporting directly to Jorge F Gonzalez, RSM LATAM.

Prior to joining Inovaxe, Daniel held roles in sales and account management with leading SMT equipment providers, consistently building strong customer relationships and delivering technical solutions that improve factory performance.

For more information, visit www.inovaxe.com.

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About Inovaxe Corp.

Inovaxe Corporation is focused on delivering innovative ultra-lean SMART production and inventory management solutions to the electronics industry. The Company's product offering includes mobile InoAuto Smart carts (IA series), Smart racks (SR series), Line Side racks (LS Series) and Smart stationary racks (SREX series) to store SMT reels, tubes, trays, cut tape and loose parts. We provide a Smart MSD cabinet (IMSD) for moisture sensitive device storage and a Smart stencil rack storage solution (SRS series). We offer a material planning/kitting management tool with our InoAuto inventory management software for storing, locating and picking components. For more information and a demonstration of Inovaxe product offerings, visit www.inovaxe.com.