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SMarTsol Strengthens Its Presence in the United States to Drive the High-Technology Industry

Dallas, Texas — February 2026 — SMarTsol Technologies, a leading provider of technological solutions for the high-technology industry, announces the strategic expansion of its operations in the United States, reinforcing its commitment to growth, innovation, and close customer support in the North American market.



Left to right: Jorge Lara, Adan Galindo and Marcos Martínez

As part of this strategy, SMarTsol continues to strengthen its commercial and leadership team with professionals who bring extensive industry experience. Adan Galindo, Director of Sales, and Jorge Lara, Sales Manager, both based in El Paso, Texas, contribute strong commercial expertise and deep technical knowledge of the sector—key elements in the development and consolidation of customer relationships in the region.

Adan Galindo brings a solid background in sales and business development within the high-technology industry, having led commercial teams and results-driven strategies. Jorge Lara complements this leadership with a strong technical profile and hands-on experience in industrial

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applications, enabling SMarTsol to deliver solutions closely aligned with its customers' real operational needs.

In line with this growth, SMarTsol announces the addition of Marcos Martínez, who will join the team based in Dallas, Texas, as part of the company's upcoming U.S. location. Marcos brings more than 30 years of experience in the PCBA/SMT industry, having held positions such as Process Engineer, Service Engineer, Applications Engineer, Sales Manager, Project Manager, and Director of Operations.

His professional background spans key areas including production, engineering, maintenance, service, training, sales, project management, and operational excellence, with experience in high-volume, high-mix manufacturing, as well as NPI and prototyping. He has worked across industries such as consumer electronics, telecommunications, servers, medical, automotive, aerospace, and semiconductors, and has led cross-functional teams and regional and global projects.



With the addition of Marcos Martínez and the strength of its existing team, SMarTsol ensures strategic coverage of the southern states of the United States, enhancing its ability to provide customer support, technical service, and project development throughout the region.

"Our expansion in the United States reflects a clear commitment to the industry: being closer to our customers, understanding their challenges, and supporting them with experience, technology, and local expertise. This growth is a natural step in our long-term vision to continue driving high-technology manufacturing in the region," said Adan Galindo, Director of Sales at SMarTsol Technologies.

Through this expansion, SMarTsol reaffirms its position as a trusted strategic partner, combining global technology with local expertise to strengthen the competitiveness of the high-technology industry in the United States.

For additional information about SMarTsol Technologies' products and services, visit www.SMarTsol america.com.

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About SMarTsol Technologies

SMarTsol is a privately owned company founded in 2012 with a clear purpose to differentiate the technology-services companies for the high technology industry in México and US. The investors work actively on the sales, service and management of the company. With a strong portfolio of leading global brands, SMarTsol provides cutting-edge equipment, technical support, and customized solutions to enhance production efficiency and quality.

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