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FOR IMMEDIATE RELEASE

PARMI Appoints Rob Guthrie as Sales Manager for US's Central Region

San Diego, CA – August 2026 – PARMi, a leader in advanced 3D inspection systems, has announced the appointment of Rob Guthrie as Sales Manager for the Central Region. Guthrie brings more than 11 years of sales management, technical sales and product management experience across the B2B technology, electronics and manufacturing industries to his new position.

In his role with PARMi USA, Guthrie will be responsible for supporting sales growth and customer relationships throughout the Central Region. His background includes experience managing complex technical sales cycles, developing strategic accounts, expanding territories and supporting the commercialization of new technology platforms.

As Regional Sales Manager, Guthrie was responsible for regional growth, strategic account execution and leadership of a customer-facing technical sales organization serving Tier 1 electronics manufacturing services (EMS) and technology companies. His experience includes value-based selling, strategic account planning, pipeline management and territory expansion across the United States and Mexico.

His technical background also encompasses dispensing, conformal coating and selective soldering technologies, as well as capital equipment and equipment lifecycle management. He has played an active role in launching and commercializing new technology platforms while working closely with customers and cross-functional teams to address complex manufacturing requirements.



“Rob brings a strong combination of technical expertise, sales leadership and deep experience working with electronics manufacturers,” said Juan A. Arango, Head of Sales and Business Development, PARMi USA, Inc. “His experience developing strategic accounts, expanding territories and working with advanced manufacturing technologies will be a valuable addition to our team. We are excited to have him join PARMi and look forward to the impact he will make with our customers throughout the Central Region.”

Guthrie is also recognized for his focus on data-driven sales execution and team development. His experience with CRM platforms including Salesforce and SAP C4C has supported disciplined pipeline management, forecasting and strategic account planning. He has also served as a mentor and cross-functional leader, helping technical sales teams address complex customer challenges and identify opportunities for long-term growth.

Guthrie's appointment further strengthens PARMi USA's commitment to providing responsive regional support and technical expertise to electronics manufacturers. In his new position, he will work with customers and partners across the Central Region to understand their production requirements and identify inspection technologies that can support greater process control, quality and manufacturing efficiency.

For more information about PARMi and its inspection solutions, visit www.parmi.com.

About PARMi

PARMi is a manufacturer specializing in 3D inspection equipment used to improve print quality and yield in SMT production lines. Throughout its 28 year history, the company has specialized in developing in-house expertise in laser measurement and software support. PARMi is a global leader in Electronics product inspection in 3D. For more information, visit www.parmi.com.

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