



## **Press Release**

### **TRUMPF Inc. Promotes Bending Product Managers**

**Roger Michaud has been named product manager for TRUMPF standalone bending, punching and combination machines. Franziska Maschowski will become head of Smart Factory applications and bend automation.**

*FARMINGTON, Conn., January 3, 2022* – Roger Michaud has been named as product manager for TruMatic, TruPunch and TruBend standalone machines at TRUMPF Inc.'s North American headquarters in Farmington, Connecticut. In his expanded role, Michaud will oversee the day-to-day activities of the in-house sales engineers and applications teams for TRUMPF's bending machines, punching machines, and combination machinery. He will also provide technical expertise and assist customers in maximizing the productivity of their standalone TruBend, TruPunch and TruMatic products.

Michaud began his career at TRUMPF in 2004 as a laser engineer apprentice and material handler. During his seventeen years at the company, he has served in various roles in sales, service and training. For the last three years, Michaud has been product manager for the TruMatic and TruPunch machines. He will take over responsibility for the standalone TruBend machines from Franziska Maschowski.

Franziska Maschowski will continue to manage TRUMPF's automated bending cell product line and be responsible for the TruBend Cell products. Now, as head of Smart Factory applications & bend automation, Maschowski will also take on new responsibilities for the TRUMPF Smart Factory applications team in Hoffman Estates, Illinois. She will oversee applications at the technology center, which demonstrates Industry 4.0 best practices for linking people, machines, automation, and software.

Maschowski joined TRUMPF six years ago as an intern working on a master's degree thesis in international business development. During her tenure, Maschowski has served as business development manager and head of sales for additive manufacturing, and most recently as the head of the bending product group.

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Maschowski and Michaud will report directly to TRUMPF Inc. Senior Vice President Burke Doar “We are excited to promote Michaud and Maschowski to their new roles within TRUMPF,” says Doar. “Our customers will continue to benefit from Michaud’s expertise in sheet metal fabrication as he takes over management of TRUMPF’s bending, punching and combination machine product portfolio. Maschowski will focus on overseeing TRUMPF’s automated bending cell products and take on an important and significant responsibility managing TRUMPF’s Smart Factory applications. Both Michaud and Maschowski have a proven track record of technical knowledge, product management, and excellent working relationships with customers, sales partners, applications engineers, and other colleagues. I look forward to their continued support of TRUMPF’s U.S. Canadian and Mexican customers in their respective new roles!”

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### **Roger Michaud**

Starting January 1, 2022, Roger Michaud will be Product Manager for TruMatic, TruPunch and TruBend standalone machines at TRUMPF Inc.’s North American headquarters in Farmington, Connecticut



### **Franziska Maschowski**

Franziska Maschowski promoted to Head of Smart Factory Applications and Bend Automation at TRUMPF Inc. in Hoffman Estates, Illinois, effective January 1, 2022.



### **About TRUMPF**

The high-technology company TRUMPF offers production solutions in the machine tool and laser sectors. It is driving digital connectivity in the manufacturing industry through consulting, platform and software offers. TRUMPF is the world technological and market leader for machine tools used in flexible sheet metal processing, and also for industrial lasers. In 2019/20 the company – which has about 14,300 employees – achieved sales of 3.5 billion euros. With over 70 subsidiaries, the TRUMPF Group is represented in nearly all the countries of Europe, North and South America, and Asia. It has production facilities in Germany, France, Great Britain, Italy, Austria, Switzerland, Poland, the Czech Republic, the USA, Mexico, China and Japan. For more information about TRUMPF go to [www.trumpf.com](http://www.trumpf.com)

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