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## **HYBRID SOFTWARE EXPANDS NORTH AMERICAN COVERAGE WITH SALES AND TECHNICAL RESOURCES**

(Trevose, PA) After recording its tenth consecutive year of double-digit sales growth, HYBRID Software Inc. has restructured its sales force to provide a greater level of local support to customers in the United States, Canada, and Mexico.

HYBRID Software had four sales managers covering all of North America at the beginning of 2018, and has doubled that number in the past 18 months. Sales managers added to HYBRID Software's North American team in the last year include Dino Loiselle (Canada), Sean Hampson (Wisconsin), Carlos Arizpe (Mexico), and Eric Bateman (Northeast USA).

To help manage this growth, Michael Agness has been promoted to Vice President of Sales for HYBRID North America after completing 2018 as Salesman of the Year for HYBRID Software worldwide. Mike joined HYBRID Software in 2011 after a long career at Pitman Company and Agfa Corporation. He brings a strong blend of technical and sales experience to HYBRID Software and its customers.

Mike Rottenborn, President & CEO of HYBRID Software Inc., states, "Mike has done a great job establishing HYBRID Software as the most active and innovative supplier of packaging software in his former territory, the Northeast US and Canada. His experience will help develop HYBRID Software's new and existing sales managers to provide solutions for our customers and partners. It's been a pleasure working with Mike for the last seven years at HYBRID Software and I am excited to work with him in his new role."

To complement the increased sales and continue HYBRID Software's unmatched focus on its customers in North America, the company has also added four Support and Solutions Engineers to the team since the beginning of 2018. The growth to HYBRID's technical team has included Rachel Gaines and Camille Reader, who joined HYBRID Software after

graduating from Clemson University; Derek Hurst, who joined HYBRID Software after a career in print production; and Lani Sisson, another Clemson graduate, who comes to HYBRID Software as a Senior Solutions Engineer with extensive experience integrating web solutions for packaging.

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**ABOUT HYBRID SOFTWARE**

With offices in Belgium, Germany, Italy and the US plus a global partner network, HYBRID Software is a software development company focused on innovative productivity tools for the graphic arts industry. HYBRID Software's CLOUDFLOW workflow, PACKZ editor and integration products offer a unique set of advantages that include native PDF workflows, vendor-independent solutions based on industry standards, scalable technology and low cost of ownership. These products are used by hundreds of customers worldwide in all areas of pre-press and print, including labels and packaging, folding cartons, corrugated, wide format and digital printing.

**For more information visit:** [www.hybridsoftware.com](http://www.hybridsoftware.com)

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