

## Press Release

### Barbara Nichtern as Vice President Global Sales & Marketing at Yxlon

**Hamburg, 23<sup>rd</sup> January, 2019: Barbara Nichtern has taken over as Vice President of Global Sales & Marketing at Yxlon and is thus responsible for the entire product portfolio in the worldwide sales organization of the enterprise, which belongs to the Swiss Comet Group. The internationally experienced graduate marketing manager is pleased with this new challenge. Barbara Nichtern is convinced: “A medium-sized company as part of a publicly listed corporation is the optimal configuration if you want to make a difference.”**



And she wants to make a difference. Her particular attention is on the structure of the sales channels under consideration of global markets and their dynamics. Think global, act local - indispensable for a global market leader with branches in North America, Asia and Europe. But CRM optimization and marketing automation are also high on her list in order to build a scalable winning organization through digitalization: “If you want to compete at the top in today’s globalized world, it’s no longer enough to only introduce excellent products onto the market. In order to be noticed in this highly competitive environment and to establish trusting customer loyalty, you need the right tools that enable close cooperation within the worldwide customers and locations and ensure efficient processes.”

That she can with all her experience and expertise, she had already proven at several global players. “At Oxford Instruments in Great Britain, for example, I did not only drive the sales, service and product strategy as Director Sales and Service, but during those 14 years, I also managed to expand my expertise in materials analysis. X-ray technology has always been in the focus, since it’s the way to reveal internal structures of materials and components. And as Vice President of Sales and Marketing at Bruker Nano in Berlin from 2010 to 2015, I continued to remain in the same industry and already watched Yxlon from afar,” she recounts. Yxlon warmly welcomes Barbara Nichtern.

# YXLON

Technology with Passion

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**About YXLON**

YXLON International designs and produces radiosopic and CT inspection systems for the widest variety of applications and fields. Whether situated in the aviation & aerospace, automotive or electronics industry, our customers are among the largest producers, major enterprises that place their confidence in our quality worldwide.

The name YXLON stands for assurance and quality for all types of cast parts, tires, electronic components, turbine blades, welded joints and a lot more. Our product portfolio includes X-ray systems for installation in radiological inspection envelopes, universal X-ray inspection systems on the basis of fully shielded devices, as well as solutions specific to a customer. Whether in manual, semi or fully automated operation, our inspection systems are ideal for deployment in research & development and can be integrated into any production process.

CT systems have been an integral part of our product portfolio since as far back as 2003. Computed tomography provides a three-dimensional insight into inspection items, thus enabling the analysis of inner structures, dimensional measurement tasks in metrology applications or actual-to-nominal comparisons to CAD data, to name only a few examples. Besides delivering a more precise inspection evaluation when compared with radiography, computed tomography also provides valuable information about the production process. Above and beyond such advantages, our microfocus systems permit highly detailed looks into the most intricate structures and tiniest components.

With our headquarters in Hamburg, sales and service locations in Yokohama, Hudson (Ohio), San Jose (California), Beijing, Shanghai, Hattingen and Heilbronn, as well as a network of representatives in over 50 countries, as YXLON we're local for our customers all over the world.

Since 2007, YXLON International has been a member of the COMET Group.