

## PRESS RELEASE

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### **EMVA appoints new Business Development Manager**

**Oliver Scheel will drive networking internally and externally in the vision tech sector**

*Barcelona, September 1<sup>st</sup>, 2022.* The European Machine Vision Association (EMVA) today announced that Oliver Scheel has joined the EMVA team as Business Development Manager, effective September 1<sup>st</sup>. Central to his role at the EMVA will be the expansion of the exchange among industry participants, both inside and outside the association, as well as the dialogue with vision tech users, who will be increasingly involved in the association's work in the future. The role will also support the continued growth and visibility of the EMVA as the leading European vision trade association.

"The EMVA has taken the time to identify the perfect match for this important new role of Business Development Manager. Oliver Scheel brings a wealth of experience in the industry and an enthusiastic approach to the growth of the association and ensuring we provide further benefits to our members. We are excited for the future and truly delighted to welcome Oliver to the EMVA team" says EMVA President Dr. Chris Yates.

"In my new position, I am very much looking forward to getting back in touch with the vision community and thus our EMVA members as well as potential new members. As such I am thrilled to meet the industry during VISION 2022 in Stuttgart at the latest" says Oliver Scheel.



"The EMVA has set itself the goal of further expanding its leading role as an association and, together with the members, to think outside the box wherever necessary. This is both an exciting and motivating task for my future work."

Oliver Scheel has long been familiar with the machine vision industry. He worked for 13 years as Commercial Manager EMEA for the publisher of the trade magazine "inspect - World of Vision". He then spent three years as Sales Director for a well-known publishing house in Stuttgart. Most recently, he held the position of Marketing Director at a non-university research institution of the state of Baden-Württemberg, which conducts research projects in the field of artificial intelligence, among other things.

#### **About EMVA**

Founded in 2003, the European Machine Vision Association (EMVA) is a non-for-profit and non-commercial association representing the Machine Vision industry in Europe that is open for all types of organizations having a stake in machine vision, computer vision, embedded vision or imaging technologies: manufacturers, system and machine builders, integrators, distributors, consultancies, research organizations and academia. The EMVA hosts four international vision standards, and all members – as the 100% owners of the association – benefit from the dedicated networking, standardization, and cooperation activities of the EMVA. [www.emva.org](http://www.emva.org).