

SSM appoints new CTO

Effective from January 2017 Christian Muser has been appointed Chief Technology Officer/ CTO at SSM Schärer Schweiter Mettler AG in Horgen. SSM is the brand and trend-setter that drives the global market in winding technology. Their competence lies in the handling of yarn during the winding and yarn processing operations, to obtain best package quality that combines all the necessary characteristics.



Christian Muser.

Christian Muser holds a degree in Mechanical Engineering (FH) from the University of Applied Sciences Northwestern Switzerland FHNW.

In 2001 Mr. Muser joined SSM and has held several positions in the technical department. With Davide Maccabruni's transfer to the CEO of SSM AG in April 2016, Christian Muser started as ad interim head of this department and has now been appointed as a full member of the management team of SSM AG. ♦

Datatex appoints Director of USA sales & marketing

Datatex has announced the appointment of Jon Buchan as director sales and marketing for USA. He joined the firm to further develop their sales and marketing strategy in the North American market.

Ronnie Hagin, CEO of Datatex said "Jon is a key addition to the Datatex family. We view his appointment as a sign of our commitment to being the leading technology company for the Textile and Apparel Industry. Our new product releases and the increasing demand from our customers led us to look for an addition to our team who can lead us in communicating the unparalleled value of our software solutions and consulting capabilities. It is

very fortunate that we could find someone of Jon's industry depth and experience to fulfill this role. I'm confident that Jon will play a key role in Datatex's continued growth."

Jon Buchan mentioned that the "value-oriented solution offerings from Datatex have consistently generated more profitability and created more digital transformation for their customers than any other solution on the planet. In my new role, I have the responsibility to ensure that this message is loud and clear and give every Textile & Apparel organization the opportunity to unlock their potential and compete effectively. I'm very excited about the future with Datatex." ♦

SPESA Elects New Board Member

Daniella Ambrogi of Lectra North America elected to SPESA Board of Directors.

The Board of Directors of SPESA (the Sewn Products Equipment & Suppliers of the Americas) elected Daniella Ambrogi, Vice President of Marketing of Lectra North America to a SPESA Board of Directors for two-year term.



Daniella Ambrogi.

Ms. Ambrogi has a Bachelor degree in Fashion Design from American Intercontinental University (AIU) and a graduate degree in International Relations from FESP, in Brazil. A Public Relations believer, she has taken different extension classes at UCLA to develop her PR skills.

She began her professional career in California, where she worked for different women's wear brands in the '90s.

In 2000, she moved back to Brazil and worked in two fashion schools, SENAC and IED (European Institute of Design), coordinating undergraduate and graduate programs. In 2007 she brought to Brazil the operation of Style Lens, an online fashion trend service in which she was responsible for brand positioning and marketing & sales.

In 2011 she joined Lectra South America as Marketing Manager and was promoted to Vice President of Marketing Lectra North America in September 2016.

Lectra is a world leader in integrated technology solutions (software, automated cutting equipment, and associated services) specifically designed for industries using fabrics, leather, technical textiles, and composite materials to manufacture their products. It serves major world markets: fashion and apparel, automotive, and furniture as well as a broad array of other

industries. Lectra's solutions, specific to each market, enable customers to automate and optimize product design, development, and manufacturing.

Ms. Ambrogi joins other SPESA Board members:

- ❖ Sam Simpson, Gerber Technology
- ❖ Nina McCormack, DAP America, Inc.
- ❖ Ed Gribbin, Alvanon, Inc.
- ❖ Mel Berzack, Sewn Products Equipment Co.
- ❖ Melvyn Blore, Pegasus of America
- ❖ Rolando Bohlemann, Schmetz Needle Corp.
- ❖ Yoram Burg, EFI Optitex (USA)
- ❖ Mike Fralix, [TC]2
- ❖ Martin Gopman, Universal Sewing Mch.
- ❖ Mark Hatton, American & Efird.
- ❖ Frank Henderson, Henderson Sewing Mch. Co.
- ❖ Rick Ludolph, Productive Solutions.
- ❖ Michael Rabin, Morgan Tecnica America.
- ❖ Eric Schlossman, Conseq.
- ❖ Lonny Schwartz, Superior Sewing Mch. & Supply.
- ❖ John Stern, Methods Workshop. ♦