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**ANCA CNC Machines Appoints Amanda Bakun as the Marketing and Communications
Manager for the Americas**

ANCA USA (Wixom, MI), a market leading manufacturer of CNC grinding machines, has announced that Amanda Bakun will take on the newly created position of Marketing and Communications Manager for the Americas.

Johanna Boland, Group Communications and Strategy Manager said, "It has been really exciting at ANCA over the past five years in the marketing communications space. We have built an outstanding team who are leading the way in our social media, thought leadership, customer communications and even an e-commerce platform amongst other marketing activities. We have a powerful and positive brand at ANCA, and I am confident that Amanda will both nurture and grow our reputation in the Americas as well as celebrate what is key to our success – our customers."

Since ANCA was founded in 1974, the cutting tool industry has continued to grow, in both size and application. ANCA CNC grinders are used for manufacturing precision cutting tools and components across a diverse range of competitive industries including cutting tool manufacture, automotive, aerospace, electronics and medical.

Russell Riddiford, GM Americas said "I am confident that the North/South American segment of the market is going to continue to grow, and because of that we are investing in our growth strategy. We have fantastic customers and exceptional technology in a dynamic market – marketing is key to connecting these groups together."

"By the appointment of a local marketing and communications manager, ANCA will deliver a program of activities so that new and existing customers can remain up to date on all the latest news and innovations. This is especially important as we continue to diversify, expand, and grow our brand presence in a variety of different markets. We also pride ourselves on an aggressive product development strategy, investing more than 10% of our revenue annually into research and development - we need to ensure we are communicating these new solutions to the market," says Johanna Boland.

Although Amanda is new to ANCA, she is not new to the industry. She brings over 12 years of experience in content strategy and marketing in manufacturing. Amanda has worked for several organizations in the industry, most recently a leader in turning and grinding machines. ANCA is confident that her addition to the team will have a big impact on the region. At ANCA, Amanda will be responsible for the content marketing strategy, communications, and marketing efforts for the North and South American markets. "It is an exciting time to join the ANCA team as the company expands its product offerings in a variety of unique and diverse industries. I am honored to join the team and look forward to using my skills and experience to accelerate ANCA's growth in the America's," says Amanda. Amanda has earned a BS in Marketing from Grand Valley State University in Michigan, an MBA from Walsh College in Michigan, and MS in Marketing Research from Michigan State University.

ANCA is a market leading manufacturer of CNC grinding machines. It was founded in 1974 in Melbourne, Australia where the company still has its global headquarters. ANCA has offices in the UK, Germany, China, Thailand, India, Japan, Brazil, Mexico, and the USA as well as a comprehensive network of representatives and agents worldwide.



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