



*A Passion for Precision.*

## Press Release

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### TOPTICA Expands US Management Team: Strategic focus on OEM market development

To support the continuous growth of worldwide sales activities TOPTICA has decided to hire a new corporate executive in charge of strategic OEM development in the US.

Rochester, NY – Mark Tolbert has joined TOPTICA in the US to provide more focus on the OEM markets. TOPTICA provides standard and custom-engineered solutions to OEM manufacturers and world class scientists globally. In his new role, Mr. Tolbert will directly report to Dr. Wilhelm Kaenders, President, and will manage TOPTICA's OEM development in North America.

Formally, Mr. Tolbert held positions of director of sales & marketing, director of business development, senior product manager and national sales manager at EXFO Burleigh Products Group located in Fishers, New York. Prior to those positions, he was director of sales GS Plastic Optics, Germanow Simon Corporation as well as heavily active in the high tech arena as a business development consultant.

Mr. Tolbert earned his MBA at the Simon School of Business at the University of Rochester and a degree in physics from Rochester Institute of Technology.

TOPTICA Photonics AG is a leading manufacturer of tunable diode lasers, femtosecond fiber lasers and reference drives for optical media testing, and operates in the US through his subsidiary TOPTICA Photonics, Inc. based in Westfield, MA.

In scientific applications like atom cooling, quantum computing, frequency combs, THz generation, atom or molecular spectroscopy TOPTICA lasers have always been leading the technology. As a result almost a dozen **Nobel prize winners** have purchased TOPTICA lasers.

The company is now strategically expanding this technological strength into the OEM field. Industrial applications like microscopy, mastering, flow cytometry, computer-to-plate printing or new optical media development benefit already from TOPTICA's extensive diode laser knowledge. There are **more than 4000 installed lasers** in the past decade alone, demonstrating the highest competence in diode laser know-how, optical engineering and worldwide customer support.

*TOPTICA Photonics AG develops, manufactures, services and distributes technology-leading diode and fiber lasers and laser systems for scientific and industrial applications. Sales and service is offered worldwide through TOPTICA Germany and its subsidiary TOPTICA USA, as well as all through 13 distributors. A key point of the company philosophy is the close cooperation between development and research to meet our customers' demanding requirements for sophisticated customized system solutions and their subsequent commercialization.*



OEM Development  
**Mark A. Tolbert**

**Author:**

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