

# NEWS AND PEOPLE

## Pemamek names director for heavy equipment

[Pemamek](#) named Tuomo Ruuska director of segment sales and development of the heavy equipment segment. Ruuska will focus on supporting global sales of the company's automated welding solutions for heavy equipment applications and further customer development. "The automated welding industry changes rapidly and there's much potential for us to strengthen our position as the leading solution provider," Ruuska said. "By truly learning to understand industry needs and developing our capability to think outside of the box, we can be the best partner for our customers."



## Xiris hires VP of sales

[Xiris Automation Inc.](#) hired Lyle Moroz as vice president of sales. With a technical background in mechanical engineering and business, Moroz has a history of leading sales teams to provide leading-edge technology solutions to customers across various industries. Based in Burlington, Ontario, Canada, he will be responsible for all sales of weld cameras and inspection systems globally. The company specializes in developing optical equipment used for process and quality control across a number of specialty industries.

