

## **The Owner**



**Holger Hofmann**

Managing Director

M. Sc. (Dipl.-Ing.), Electrical Engineering, University of Applied Science Heidelberg

Holger Hofmann started AMC in 2010 with the idea to provide valuable market data for machine vision to both, vendors and users of machine vision technology.

Since then, Holger authored several highly rated market intelligence reports, and worked as a consultant and adviser for a number of vision companies, integrators and users of machine vision.

For more than 10 years he authored many articles and publications in national and international magazines about machine vision, markets, applications, and technologies.

Holger Hofmann has played an active role in organizations such as the EMVA, VDMA and within the award jury of the vision trade fair. AMC is a member of the European Machine Vision Association EMVA since 2011.

## **Business Expertise**

Prior to forming AMC Holger Hofmann has worked for several years as a Division Manager, Business Unit Manager and Sales & Marketing Manager in well known, successful machine vision companies.

The identification and development of new and additional business has been a driving factor and motivation for his career.

Holger lead national and international sales & marketing teams and has a track record of successful establishment of long term relationship with national and international key users of machine vision-integrators, OEM's and end- users as well.

## **Market Expertise**

With a diploma thesis in voice recognition and voice generation in 1994 ( a long time before Siri was born), working experience in document management and starting in 1996 with Cognex Corporation in

machine vision, Holger Hofmann always had an eye on new technologies, applications and markets.

Within his positions the search for new valuable business opportunities always had been a driving force. Some markets where AMC is active are listed below.

- Aerospace
- Automotive
- Beverage
- Ceramics
- Consumer Goods
- Document Management
- Driver Assistance
- Electronics
- Food
- Gaming
- Industrial Farming
- Intelligent Traffic Systems (ITS)
- Logistics & Transportation
- Medical Engineering
- Military & Defense
- Packaging
- Pharmaceuticals
- Photovoltaic
- Printing
- Robotics
- Security
- Semiconductor
- Service Robotics