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Brice Cooper Joins Velo3D as Vice President of Defense and Government Relations

Brings More Than 25 Years of Leadership Experience in the Defense Industry Including Special Operations, Product Management and Congressional Affairs

Will be Responsible for Driving the Continued Expansion of the Company's Defense Industry Business and Key Leader for its Governmental Programs Organization

FREMONT, Calif., May 1, 2025 /PRNewswire/ -- Velo3D, Inc. (OTCQX: VLDX), a leading metal additive manufacturing technology company for mission-critical parts, today announced Brice Cooper has joined the company as Vice President of Defense and Government Relations.



A retired Green Beret with over 25 years of distinguished service in the U.S. Army, Brice has built a career leading high-performing teams in the defense and military sectors. His expertise spans special operations, defense acquisition, and product management, making him an ideal fit to lead Velo3D's Defense Sector business. In this role, Brice will be responsible for expanding the company's footprint within the defense and aerospace industries, focusing on strengthening customer relationships and driving new market opportunities.

"We are thrilled to welcome Brice to Velo3D," said Michelle Sidwell, Chief Revenue Officer of Velo3D. "Brice's deep knowledge of Department of Defense acquisition processes, congressional appropriations, and his leadership in defense technology make him the ideal person to lead our defense business. We are confident his experience and vision will accelerate our mission to deliver advanced additive manufacturing solutions to key defense and aerospace partners."

"I'm excited to join Velo3D at such a pivotal time for the company," said Brice Cooper. "Velo3D is already enabling aerospace and defense leaders to produce parts and systems once thought impossible. I look forward to leveraging the company's success to support the defense community across air, ground, maritime, and space sectors, ensuring that Velo3D continues to be a critical enabler of mission success."

Before joining Velo3D, Brice served as Chief Strategy Officer at Allen Control Systems, an advanced robotics and autonomy company focused on counter-drone weapon systems. In this role, he drove strategic direction and partnerships to develop innovative solutions for defense technology. Prior to this, Brice spent six years as the Product Portfolio Manager at

U.S. Special Operations Command, where he led efforts to develop cutting-edge technologies for unmanned systems and tactical vehicle safety.

He also served as the Congressional Budget Liaison for the U.S. Army and as a Congressional Fellow in the U.S. House of Representatives, working closely with lawmakers to shape defense policy.

About Velo3D:

Velo3D is a metal 3D printing technology Company. 3D printing—also known as additive manufacturing (AM)—has a unique ability to improve the way high-value metal parts are built. However, legacy metal AM has been greatly limited in its capabilities since its invention almost 30 years ago. This has prevented the technology from being used to create the most valuable and impactful parts, restricting its use to specific niches where the limitations were acceptable.

Velo3D has overcome these limitations so engineers can design and print the parts they want. The Company's solution unlocks a wide breadth of design freedom and enables customers in space exploration, aviation, energy, and semiconductor to innovate the future in their respective industries. Using Velo3D, these customers can now build mission-critical metal parts that were previously impossible to manufacture. The fully integrated solution includes the Flow print preparation software, the Sapphire family of printers, and the Assure quality control system. Through this vertically integrated approach, the Velo3D ecosystem facilitates scalable metal AM using the same print file across any Sapphire system, ensuring repeatable outcomes without the need for additional optimization. This enhances manufacturing scalability and supply chain flexibility, allowing Velo3D customers to seamlessly adapt to fluctuating demand. The Company delivered its first Sapphire system in 2018 and has been a strategic partner to innovators such as SpaceX, Aerojet Rocketdyne, Lockheed Martin, Avio, and General Motors. Velo3D has been named as one of [Fast Company's Most Innovative Companies for 2023](#). For more information, please visit [Velo3D.com](https://www.velo3d.com), or follow the Company on [LinkedIn](#) or [Twitter](#).

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