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Stratasys Appoints IBM Veteran, Tim Bohling as Chief Marketing Officer

Recognized Leader in 3D printing and additive manufacturing appoints Tim Bohling Chief Marketing Officer to further accelerate thought leadership

MINNEAPOLIS & REHOVOT, Israel--(BUSINESS WIRE)-- [Stratasys Ltd.](http://www.stratasys.com) (Nasdaq:SSYS), the 3D printing and additive manufacturing solutions company, today named IBM veteran Tim Bohling as its Chief Marketing Officer. Bohling joins the company's leadership team and will lead Stratasys worldwide marketing strategies to drive growth and deliver on the company's value promise to its customers.

This Smart News Release features multimedia. View the full release here:

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Stratasys Appoints IBM Veteran, Tim Bohling as Chief Marketing Officer (Photo: Business Wire)

A proven influencer with more than 20 years of international marketing expertise, Bohling has helped organizations make and shape markets and transition from being product oriented companies to integrated solutions focused companies. He has developed tested methodologies across an array of disciplines - from branding, digital marketing and end-to-end demand generation to market insight and go-to-market client engagement. He additionally engineered highly successful best-practices in portfolio management, seller enablement and communications.

"Tim is a transformational market leader whose experience fits perfectly into our long-term strategy. A respected voice in the IT industry with a strong

track-record, Tim will play a critical role as we accelerate Stratasys' position as the driving force and dominant player in 3D printing," said Joshua Claman, Chief Business Officer, Stratasys.

Prior to Stratasys, Bohling served as Vice President and Head of North America Marketing at HCL Technologies – one of the industry’s leading IT global service providers. At HCL, he was charged with both formulation and execution of a marketing strategy designed to strengthen existing client relationships, fuel new signings, and elevate the HCL brand. Bohling also spent more than 10 years at industry giant IBM, engineering successful digital marketing and demand generation efforts as Vice President of Worldwide Performance Marketing at IBM Global Technology Services and as Vice President of Marketing at IBM Global Technology Services, Growth Markets.

“Stratasys has been at the forefront of the 3D printing industry since its inception and I believe has tremendous future growth potential,” Bohling said. “This is an exciting time to be in the market, and I look forward to helping elevate the Stratasys brand to even greater heights and contributing to the company’s growth and market leadership.”

A frequent guest speaker at industry conferences, Bohling’s research is widely published in such scholarly journals as *Marketing Science*, the *Journal of Marketing Research*, the *Journal of Service Research*, and *Service Science*. He received an Executive Doctorate in Business from Georgia State University – as well as an MBA and BBA from the University of Houston.

For more than 25 years, **Stratasys Ltd. (NASDAQ:SSYS)** has been a defining force and dominant player in 3D printing and additive manufacturing – shaping the way things are made. Headquartered in Minneapolis, Minnesota and Rehovot, Israel, the company empowers customers across a broad range of vertical markets by enabling new paradigms for design and manufacturing. The company’s solutions provide customers with unmatched design freedom and manufacturing flexibility – reducing time-to-market and lowering development costs, while improving designs and communications. Stratasys subsidiaries include MakerBot and Solidscape, and the Stratasys ecosystem includes 3D printers for prototyping and production; a wide range of 3D printing materials; parts on-demand via Stratasys Direct Manufacturing; strategic consulting and professional services; and the Thingiverse and GrabCAD communities with over 2 million 3D printable files for free designs. With more than 2,700 employees and 800 granted or pending additive manufacturing patents, Stratasys has received more than 30 technology and leadership awards. Visit us online at: www.stratasys.com or <http://blog.stratasys.com/>, and follow us on [LinkedIn](#).

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