

ALEPH APPOINTS RUDY GROSSO AS INTERNATIONAL SALES DIRECTOR

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aleph, an Italian manufacturer of sublimation and direct-to-fabric inkjet printers for the textile and visual communication industries, headquartered in the textile district of Como, announces the appointment of Rudy Grosso as International Sales Director. In its new role, Grosso will be in charge of further expanding the presence of the company in international markets. "I am confident that with Rudy Grosso on board we will succeed in consolidating our already-strong global reach and in boosting our business to compete at the highest level," says Alessandro Manes, CEO at aleph. "Building on his significant knowledge of the textile industry – as well as on his reputation among the major international industry players – Rudy will enable us to meet the ambitious goals that we set, including the international grow in the visual communication industry."



Commenting on his appointment at aleph, Rudy Grosso says, "I am excited about this new role at aleph. As the only Italian technology provider in the digital textile industry left, aleph can make the difference in the market. I am keen on taking the challenge, which is happening in the right place at the right time: ITMA 2019 is a perfect springboard for me to get my pulse on the global market."

Prior to joining aleph, Grosso served 10 years as a Commercial Director at Sensient Imaging Technologies S.A. at a global level. Under his leadership, Sensient went through a significant growth, both in terms of turnover and market reach. Before joining Sensient, Grosso held managerial positions at a variety of companies operating in different industries, including publishing, IT and textile. The appointment of Grosso comes at a positive time for aleph. The company has experienced a continuous corporate growth, up to 30 per cent, in the past four years, also following the joint venture with Italian private equity firm, Wise sgr. Most importantly, aleph is planning further investments in the coming years to strengthen both its infrastructure and human resources. aleph is exhibiting at ITMA 2019 (Fira de Barcelona, 20-26 June) on hall H3, booth B131.