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Press Release

Tolland, CT, April 21, 2025

Mastercam Announces Appointment of a New Vice President of Marketing

Tolland CT - Mastercam, the industry leader in CAD/CAM solutions, is pleased to announce a new leadership appointment that will advance Mastercam's global vision to address the growing needs of the U.S. manufacturing industry. Mastercam has appointed a new Vice President of Marketing, Nina Swienton.

Nina is a marketing executive with over 20 years of experience building brands, driving demand, and accelerating revenue for tech-enabled manufacturing brands spanning hardware, software, and manufacturing as a service product platforms.

In this role, Nina will be responsible for advancing Mastercam's global marketing vision, brand presence, and customer acquisition strategy. She brings extensive manufacturing industry experience from her previous position at Nexa3D and Protolabs in the USA, where she served as a Vice President of Marketing and as Chief Marketing Officer.

"What excites me the most about my new role is the opportunity to join a company that has not only been on the forefront of software automation and manufacturing transformation for multiple decades now, but it also still powers the majority of the machining world today with its industry-leading CAD/CAM solutions. Mastercam has built an amazing foundation and industry reputation, and I'm thrilled to play a part in its next chapter of innovation, growth, and customer success," said Swienton.

"Nina's background in strategic marketing and brand growth will be imperative as we acquire more companies and elevate the Mastercam brand. Her leadership will help us shape and strengthen our communications strategy and provide greater value to our customers worldwide," said Mastercam President, Russ Bukowski.

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For more information, contact Michelle Nemeth, Marketing Specialist, phone: 860.875.5006, fax: 860.872.1565, or email: Michellen@mastercam.com.

About Mastercam

Shaping the Future of Manufacturing®, Mastercam is the world's leading provider of CAD/CAM solutions. As part of Sandvik, we empower manufacturers to enhance productivity, streamline processes, and drive innovation. With a global network of Channel Partners and an extensive developer community, Mastercam continues to set industry standards by delivering comprehensive, connected solutions across the manufacturing enterprise. We lead the way with cutting-edge technology and unparalleled expertise. Discover more at www.mastercam.com, follow us on [LinkedIn](#), and join the conversation with #mastercam.