

Kodak Alaris Appoints Rod Hughes as Americas Sales Managing Director

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ROCHESTER, N.Y., 27 June 2023 – Kodak Alaris has announced the appointment of Rod Hughes as Americas Sales Managing Director. Rod, who had a previous tenure with Kodak Alaris, brings over 20 years sales and channel strategy experience across industry leading organizations like Xerox, Nuance, Kofax. In his new role, Hughes will drive the sales strategy, execution of the core business and the next phase of software growth within the Intelligent Document Processing (IDP) market space.

“We are delighted to welcome back Rod to the team. With a wealth of expertise in sales and channel management, strategic alliances, and solutions sales, Rod is well-positioned to drive continued excellence in the document capture space while also expanding our software and solutions business throughout the Americas region,” said Cássio Vaquero, Vice President of Global Sales, Kodak Alaris. Rod will be based in our US Headquarters in Rochester, NY.

Rod succeeds Leonel da Costa who is retiring and will leave the business on July 21 following a short handover period. “Leonel has been a valued member of the sales leadership team and developed a number of significant partnerships across the world over the past six years,” Vaquero added. “We wish him all the best for his well-deserved retirement.”

For more information, please visit the Kodak Alaris website at www.alarisworld.com.

Kodak Alaris

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