



7 March 2022

**HYBRID Software builds North American presence  
with the promotion of Peter Kincaid to Vice President of Sales**

*Brings both sales experience and technical skill sets to his new role.*



(Ghent, Belgium) HYBRID Software, the innovative software solutions provider for labels and packaging, has announced the promotion of Peter Kincaid to the role of Vice President of Sales, North America. His responsibilities will include a focus on the direct sales group and channel partners throughout the US and Canada.

Kincaid has more than twenty years of experience in print and prepress for packaging; both on the production and vendor sides of the business. He takes specific interest in helping customers achieve greater efficiencies with the help of modern, innovative software. Kincaid has spent the past seven years in sales roles with HYBRID Software. Previously, he was senior solutions architect at Schawk! and director of software deployment at Esko. He began his career in prepress for the Publication Division at Black Dot Group and at Classic Color.

"Our organization has grown nearly 30% in the past couple of years. As the economy and the world opens up, I need to focus on issues other than sales, particularly the business, OEM relationships, and marketing programs," states Mike Agness, HYBRID Software's Executive Vice President, Americas. "HYBRID Software considers developing customer relationships a very important facet of our business. Pete built strong customer connections while maintaining a very special technical skill set. He has also demonstrated effective management skills in the past. It is no surprise that Pete has been one of our company's top sales performers globally, year over year. I look forward to working with him in his new position."

Mr. Kincaid's appointment is effective immediately.

**END**

### **About HYBRID Software**

With offices in Belgium, Germany, US, UK, Spain, France, Italy, and China plus a global partner network, HYBRID Software is an enterprise software development company focused on innovative productivity tools for the graphic arts industry.

HYBRID Software's CLOUDFLOW workflow, PACKZ and STEPZ editors, and print quality solutions offer a unique set of advantages that include native PDF workflows, enterprise cloud solutions, scalable technology with low cost of ownership, and direct integration with leading MIS solutions and output devices. These products are used by thousands of customers worldwide in all areas of prepress and print, including labels and packaging, folding cartons, corrugated, wide format and digital printing. HYBRID Software is a subsidiary of Hybrid Software Group.

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