

Shemesh Rounds Off a Year of Unprecedented Growth with the Appointment of Anna Kingsley as CMO

Following a period of unprecedented growth, Shemesh Automation is responding to increased demand for its industry-leading packaging machinery solutions by expanding its executive team with the appointment of Anna Kingsley as Chief Marketing Officer (CMO).

The UK is already a major stronghold for Shemesh, where the company has enjoyed nearly a decade of sales and after sales operations. With the addition of Ms Kingsley, Shemesh is hoping to take the business to new heights, putting the brand firmly on the global map.

Anna Kingsley is a multi, major award-winning marketing leader, with 30 years' international business experience. She's worked in marketing for global brands (such as Coca-Cola, Virgin and Match.com), as well as for Dixons (PCWorld/Currys) and different British Government departments. Anna also held Account Director positions at some of the UK's leading agencies as well as at the biggest ad network in the world, JWT (WPP).

Shemesh is already represented in 13 countries around the world and has its main headquarters in the UK, US, France and Israel. Its London-based office coordinates global ops and its Israeli office takes advantage of the incredible local engineering talent and the Israeli innovative mindset.

Blending the very best of British business culture with the excellence of the Israeli hi-technology texture, completely mirrors Anna's personality. London born and bred, Anna has spent most of her career working with blue chip companies in the UK and US. In 2013, however, she moved to Israel where she's spent the last seven years working in the Hi-Tech industry. There her remit was accelerating start-ups' growth and launching them on the international stage.

Shai Shemesh, Shemesh Automation's CEO commented: "Ms Kingsley joins us at an exciting inflection point. Anna brings substantial experience, knowledge and leadership in marketing to the role. She has demonstrated a rare ability to combine strategic and blue-sky thinking with creativity and a strong commercial acumen. Anna is a great leader and is vital to our next growth stage. I have no doubt that she will be key in taking the business to new heights in 2021."

Anna Kingsley, Shemesh's new CMO, commented: "One of the many amazing aspects of this job is that I can take a holistic view as well as applying my hands-on experience, in every marketing channel. I'm already enjoying working on a winning-marketing strategy, which I hope will propel Shemesh even further in the global high-end packaging machinery arena. Shemesh's machines are truly state-of-the-art and I am so excited to be part of a company that has such an inspiring leadership team and is growing so quickly."



Shemesh Automation's New CMO, Anna Kingsley

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For media enquiries and to arrange interviews please contact: sa@shemeshautomation.com

For more information please visit: www.shemeshautomation.com

Available for interview:

Shai Shemesh: CEO, Shemesh Automation

Anna Kingsley: CMO, Shemesh Automation

About Shemesh Automation:

A family owned and operated business, Shemesh Automation is a global leader in the high-end packaging and assembly machinery and industrial automation appliances manufacturing arena. Currently under second-generation management, Shemesh Automation service and supports over **1800** Shemesh assets in over **30 countries** around the world. It's nonwovens arm, **Shemesh Automation Wet Wipes (www.sawetwipes.com)** is a global pioneer in nonwovens downstream packaging equipment with technology that's defining it at the very forefront of the industry. Shemesh Automation is currently operating daily out of the UK, France, USA and Israel with its own people in these locations and is being represented in **13 countries** in total by other agents and proxies for after sales and support in these locations. **"Let us build your vision"** is not just our slogan. Simply put, this is what we do. Day-in day-out" - **Eli Shemesh, Founder and President.**

About Anna Kingsley:

Previous to her marketing career, Anna also enjoyed a successful career as a TV Producer/Director working on numerous flagship productions for the likes of the BBC, NBC, Sky, Universal Films, ITV, C4, C5 and more. Anna graduated with a B.A. Hons from the University of Liverpool and also from master's programs at Harvard Business School and the University of Berkeley, Ca.