

# Applanix Announces Senior Executive Appointments

Applanix announced two strategic appointments to its senior executive ranks.

Co-founder and President Dr. Blake Reid will assume the new role of Executive Vice President, and Dr. Steven Woolven, the current General Manager and Vice President Operations, will be appointed to serve as President of the Company. Since the formation of Applanix in 1991, Dr. Reid has spearheaded the company's corporate expansion in a high-tech, business-to-business environment.

In his new role, Dr. Reid will draw on his background in navigation and control technologies to focus on inertial-based product development and related business concepts.

Dr. Woolven has been with Applanix since 1992, and has held several key positions in executive management, product management, and engineering. He will now take corporate-wide responsibility for business and strategic planning to further expand the company's business platform.

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