

Cognex Announces New Leadership Team to Drive Strategic Growth and Innovation

2025-07-17

NATICK, Mass., July 17, 2025 /PRNewswire/ -- Cognex Corporation (NASDAQ: CGNX), the global technology leader in industrial machine vision, today announced the formation of a new executive leadership team under the direction of its newly appointed Chief Executive Officer (CEO), Matt Moschner, aligned with the company's long-term growth strategy, as outlined during its recent **Investor Day**.

Mr. Moschner outlined three strategic priorities that will guide Cognex's future:

AI Leadership – become the #1 provider of AI technology for industrial machine vision applications.

Customer Centricity – deliver the best customer experience in the industry.

Market Expansion – double Cognex's served customer base over the next five years.

To support this vision, Mr. Moschner has assembled a seasoned and dynamic leadership team drawn entirely from Cognex's deep internal talent bench, highlighting the strength and depth of the company's existing leadership.

Several new roles have been introduced, all reporting directly to the CEO, to sharpen focus and accelerate execution on Cognex's strategic priorities:

- Carl Gerst, Executive Vice President, Global Sales & Products, has responsibility for global sales and product strategy, leading top-line growth initiatives.
- Dennis Fehr, Chief Financial Officer, will continue leading all finance and IT functions, and expand his role to include responsibility for corporate strategy and M&A.
- Sheila DiPalma, Executive Vice President, Employee Services, Chief Culture Officer, has responsibility for employee services, culture, communications, global real estate and facilities.
- Reto Wyss, Vice President, Vision Engineering, has responsibility for all vision tools engineering, accelerating the integration of advanced AI across the product portfolio.
- Shirin Saleem, Vice President, Software Engineering, will lead all software engineering teams, focused on strengthening Cognex's software stack and building a cohesive product ecosystem.

- Richard Reuter, Senior Director, Hardware Engineering, will lead all hardware engineering, designing next-generation, AI-capable vision systems.
- Mike Bowdoin, Vice President, Operations, has responsibility for global operations and supply chain, ensuring market-leading quality and delivery speed.
- Darren Long, Vice President, Customer Success, has responsibility for technical support and services, ensuring a globally consistent customer experience every time.
- Mark Fennell, Chief Legal Officer and Corporate Secretary, has responsibility for legal and governance matters, including intellectual property and corporate transactions.

"With this team in place, we are well-positioned to execute with speed, precision, and innovation," Mr. Moschner said. "Together, we will drive the Cognex profitable growth agenda, deliver even greater value to our customers, and invest boldly to strengthen our leadership in industrial machine vision."

For more information, visit [**Senior Management | Cognex**](#).

About Cognex Corporation

For over 40 years, Cognex has been making advanced machine vision easy, paving the way for manufacturing and distribution companies to get faster, smarter, and more efficient through automation. Innovative technology in our vision sensors and systems solves critical manufacturing and distribution challenges, providing unparalleled performance for industries from automotive to consumer electronics to packaged goods.

Cognex makes these tools more capable and easier to deploy thanks to a longstanding focus on AI, helping factories and warehouses improve quality and maximize efficiency without needing highly technical expertise. We are headquartered near Boston, USA, with locations in over 30 countries and more than 30,000 customers worldwide. Learn more at [**cognex.com**](https://www.cognex.com).

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