



For Immediate Release

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**MEDIA ADVISORY  
GENESIS SYSTEMS GROUP HIRES  
MARKET SEGMENT MANAGER IN THE AUTOMOTIVE GROUP**

*Davenport, Iowa* – Genesis Systems Group, the largest independent U.S. robotic arc welding work-cell integrator in North America announces the hiring of Dan Hagberg as Market Segment Manager in the Automotive Group. In this capacity, Hagberg is responsible for developing and providing proposals as an automation solution for customers. He will oversee the implementation and financial performance of awarded projects and coordinate all activities between Genesis and their customers from start to finish.

Prior to joining Genesis, Hagberg was employed by Bandag as a Senior Project Engineer. He was responsible for providing engineering assistance in the manufacturing plants from design to project implementation for the past three years. Hagberg brings a total of 8 years to the industry.

Hagberg graduated from Muscatine Community College in 1983 with an Associates of Science degree in Pre-Engineering. He also attended St. Ambrose University and graduated in 1997 with a Bachelors degree in Industrial Engineering. He is currently enrolled at the University of Iowa in the MBA Program.

**About Genesis Systems Group**

Genesis Systems Group is the largest independent U.S. robotic arc welding work-cell integrator in North America, employing 180 people in offices throughout the U.S. In business since 1983, the company's expertise is in the design, manufacture and implementation of robotic welding systems. With over 3,000 robotic welding system installations, Genesis has workcells located in over 40 states and 8 different countries.

Today, Genesis Systems Group's engineered solutions are used in manufacturing a number of different products; automobiles, construction and agricultural equipment, office furniture, trucks and trailers, lawn and garden equipment and recreational vehicles, to name a few.

For more information log onto [www.genesis-systems.com](http://www.genesis-systems.com)