

## **DWFritz Automation Appoints Brent Barcey as VP & GM of the Advanced Manufacturing Solutions Division**

*As Demand for Manufacturing Complex, High-Value Products Rises, and Near-Shoring and Re-Shoring Momentum Grows, Barcey Comes Onboard to Level-Up a Precision Automation Leader's Growth*

**Wilsonville, Ore.— April 22, 2025**—DWFritz Automation, LLC, a leading global provider of precision metrology, inspection, and assembly automation solutions, announced that Brent Barcey has joined the company as Vice President and General Manager, Advanced Manufacturing Solutions. Mr. Barcey will develop and execute DWFritz Automation's go-to-market strategy for build-to-print solutions for cutting edge manufacturing customers. He takes on a critical responsibility as the company addresses increasing demand for solutions and services geared toward more complex manufacturing for high-value products.

"Production lines today require advanced capabilities that are either too cost-, time-, or labor-intensive to build in house. DWFritz Automation's legacy anchors on our ability to alleviate those client burdens," said Michael Pacione, CEO, DWFritz Automation. "For more than half a century, we achieved this in select industries. However, there's incredible value in bringing our deep expertise to all verticals. That objective is where we intend to draw on Brent's robust background in high tech business, robotics, sales, and team development. His insight into multi-market client expectations combined with knowledge of solution delivery strategies will greatly augment the leadership we have today. We're glad to have him on the team."

Mr. Barcey brings over 25 years of leadership experience in robotics, logistics, fulfillment, business development, automation and material handling. He is a seasoned executive with deep experience developing strategic partnerships, as well as cutting-edge automation and robotics solutions tailored for complex material handling and manufacturing challenges.

Prior to joining DWFritz Automation, Mr. Barcey served as Senior Vice President of Corporate Development at Osaro. His efforts there aided the e-commerce robotics company's initiative to streamline fulfillment centers in Asia. Prior to his time at Osaro, he held the Vice President of Sales & Business Development position at Plus One Robotics, where he helped the automated material handling solutions provider expand its presence throughout the European Union. He also served as FANUC America Corporation's Executive Director of Global Sales where he oversaw the Warehouse, e-Commerce, and Logistics verticals.

"Throughout my career, I've developed a deep respect for what's possible with robotics and automation. I am fortunate to have traveled the globe and seen how such advanced technologies help companies disrupt markets," said Mr. Barcey. "When the opportunity to lead DWFritz's Advanced Manufacturing Solutions division came up, I jumped at it. I look forward to the incredible achievements to come in collaborating with DWFritz's distinguished engineers, sales professionals, and leadership."

Mr. Barcey's commitment to the robotics and automation movement extends beyond his corporate roles. He currently serves as co-chair of MHI's The Robotics Group where, through collaboration and shared expertise, he works with other industry leaders to shape the future of automation and advanced manufacturing.

**About DWFritz Automation, LLC**

Established in 1973, DWFritz Automation ([www.dwfritz.com](http://www.dwfritz.com)) is a leading global provider of precision metrology, inspection, and assembly automation solutions for advanced manufacturing. We design and build engineered-to-order automation systems and high-speed, non-contact performance products, as well as offering world-class advanced manufacturing solutions. Operating out of our U.S.-based facilities, we leverage our expertise on behalf of clients disrupting the Aerospace and Defense, Automotive and e-Mobility, Consumer Electronics, Energy Storage and Battery, Medical and Life Sciences, and Semiconductor markets.

###

**Media Contact**

Nic Pederson

p: +1.971.917.8185

e: [npederson@dwfritz.com](mailto:npederson@dwfritz.com)