



FOR IMMEDIATE RELEASE

Camera Bits, Inc. June 30, 2022

Camera Bits Welcomes Pablo Gonzalez-Gandolfi as Director of Software Development.

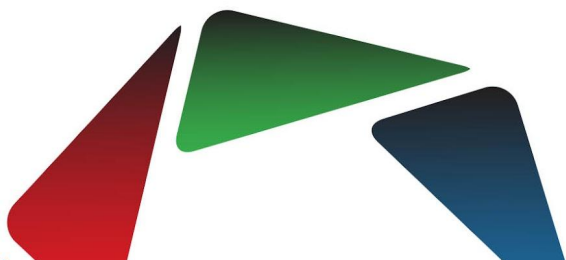
This reinforces Camera Bits' commitment to developing new features and products that help professionals work with visual assets.

Hillsboro, OR. Camera Bits, Inc., makers of Photo Mechanic visual asset management software for photographers and small businesses, welcomes Pablo Gonzalez-Gandolfi as their new Director of Software Development. Pablo was previously the Software Manager at Verathon Inc. as well as being a past Application Engineer at Camera Bits, and he brings over thirty years of software experience to Camera Bits.

"We're thrilled to have such a qualified, creative, and driven person like Pablo," said Camera Bits Founder and President, Dennis Walker. "We have a lot of big ideas on our whiteboard and we know Pablo can help bring those new ideas to reality."

While at Verathon, Pablo successfully led and managed the software team to complete multiple product releases. He also assumed the role of Scrum Master, coordinating the team's Agile development process, along with writing code in his spare time. Camera Bits began the search for a new Director of Software Development when they identified key product goals that they had for the coming years.

"This is a great addition for Camera Bits," said COO Katie Werremeyer. "We see a perfect fit for Pablo on our development team and look forward to his contributions to our products and to our company culture as well."



472 S 1st Ave
Hillsboro, OR 97123
www.camerabits.com

T +1.503.547.2800
F +1.503.547.2880
sales@camerabits.com

T +1.503.547.2888
F +1.503.547.2880
support@camerabits.com



Kirk Baker, Software Architect at Camera Bits, added, "The return of Pablo to the Camera Bits development team is most welcome. Pablo brings with him valuable skills, knowledge, and insight. With his help and guidance, we look forward to building a stronger development group and making even better tools for our users."

Pablo received a Master's degree in Computer Science from the Polytechnic University of New York in 1992 and has dedicated most of his professional life to the area of software development for medical devices. He enjoys participating in long-distance *randonneuring* events on a bicycle or Iron Butt challenges on his motorcycle. When not riding, he likes to spend time with family, traveling, taking photos, or just hanging out.

Pablo will be guiding new software development efforts at Camera Bits and will focus on guiding the development team towards tackling new challenges and building software that helps people get their work done fast.

About Camera Bits.

Camera Bits has been making software relied upon by professional photographers for over twenty years. Photo Mechanic is the industry standard workflow and metadata tool for photographers with serious deadlines and a need for absolute accuracy.

Media Contact:

Mick Orlosky
Director of Marketing
mick@camerabits.com
(503) 547-2888

<https://camerabits.com>

