

## **SARA BONOMI TRANSCRIPT**

### **Segment 1 – Introduction**

>> **SARA:** My name is Sara I was born and raised in Italy. I just moved to San Francisco and I have been here for only a few months. I am currently doing a training program in marketing at Type A Machines. Type A Machines is a start up and designs and makes 3 D printers. My job is about communicating to the external market the core values of our product and identifying and implementing strategies to reach out to our potential customers and new target markets. We basically sell our printers to architects, industrial designers, engineers, small aluminum businesses - so all those categories that can finally have access to this type of technology and develop and print their idea in a faster and cheaper way.

### **Segment 2 – Tell Us About Your Educational Background.**

>> **SARA:** So I completed my Bachelors in International Economics and Management in Italy with an exchange program in Australia and then I moved to France and did my Masters in Spain. So I have been learning English by living abroad. And I've been always interested in learning different cultures and experimenting with how people live in different countries. That's why I decided to come to the US and start my training program here in marketing. My citizenship is Italian. I wasn't born here so to work here I need a visa and the type of visa I did with this company, Type A Machines, is a J1 visa. This is a trainee type of visa. It allows me to learn on the job, having a supervisor here at the company that follows up with me every week, and really teaches me how to do things correctly. In Italy and in Europe we learn how to do things in school and when you start working it is hard to combine knowledge with the practical application. I think having an internship here in the US at this start up, in this type of business which is really about innovation, is valuable both for my personal experience and future career path.

### **Segment 3 – What Is The Green Impact Of Your job?**

>>**SARA:** Our first generation 3D printer is called Series 1. It was rated best by Micro Magazine for reliability and building volume. 3 D printing is by itself a green type of technology. It is between a manufacturing technology and environmentally sustainable

type of business. It is about additive manufacturing where you produce an object only using the exact type and quantity of material required for that object. At the same time 3D printing allows people to reduce their carbon footprint and educates the new generation about how products are made, and the design behind this product, so that people can make better choices about waste and recycling.

We at Type A Machines really want to implement a green type of business. We try to source as much as we can from local suppliers. We are based here in the Bay Area. All our operations are carried out in-house at Tech Shop. We go from cutting the wood to assembly line, to quality testing here, and at the same time our preferred type of material is PLA which is a type of bio- plastic that is both non toxic and recyclable. PLA if left outside will eventually decompose and go back to the environment.

#### **Segment 4 – How Is 3D Printing Influencing Society?**

>> **SARA:** We at Type A Machines are very involved in education. We have many printers at high schools and universities. One of our first customers was UC Berkeley of Environmental Design and we are currently sponsoring a contest at Michigan Tech University about 3D Printers for Peace. At the same time we try to go to events where sustainability is a big issue. For example we sponsored the SF Green Film Festival. For the festival we printed these awards. As you can see this is the G logo of the festival. It is printed in PLA so the type of bio plastic that comes from corn starch and is recyclable and we also created these wood bases that are made of California walnut. So everything is made locally. The base was cut here at Tech Shop and all of these parts are recyclable and can be composted. It couldn't get any greener!

#### **Segment 5 – Would You Recommend This Job?**

>> **SARA:** My job is about communicating the core values of our product to our external customers and reaching out to potential opportunities for business development. So I am involved in all the phases of the marketing cycle, from customer representation on our website, creating landing pages with content marketing and newsletters, and engaging customers during the sales process and following up in the post sales with some technical support if needed. 3D printing is an industry that is really growing right now and many companies are hiring for this type of job. You need to be passionate about the technology, but at the same time a self- starter type of person and really interested in learning while this market is expanding. It is a really fast pace environment and everyone can learn about this technology. It is easy to get started and more and more companies are selling these products right now.

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