



Carlos Alvarado, BDS'12, Cert'12
Channel Manager - North America | Materialise

Carlos Alvarado graduated in 2012 with a Bachelor of Design Studies in Architectural Technology and a Sustainable Design certificate from the Continuing Education department. This educational foundation provided him with the perfect edge to make advancements in the design technology industry over the past 15 years. He has built a career supporting design companies across the United States and has expanded his work to international business throughout Latin America.

Carlos began his career with an exciting opportunity working for Apple as a Business Executive, helping designers in the Boston metro area transition from Windows-based infrastructure to a complete Apple workflow. At Apple, his primary mission was to make a meaningful impact by upgrading companies' technology infrastructure to a more efficient workflow.

Through his years at Apple, Carlos was introduced to numerous companies in the tech world, which led to his entry into the 3D printing industry. He was recruited by Formlabs, a leading innovator in 3D printing, to help them grow their presence in the architecture vertical. He was able to contribute right away by connecting with architects and designers nationwide, raising awareness of how 3D modeling and model-making tools could enhance the design process. Within his first two years at Formlabs, he successfully doubled all 3D printing sales in the engineering and architecture verticals. By his third year, he was handed the keys to the Latin America market where he was able to build a \$5 million dollar business in just four years.

Carlos is now entering a different stage of his career at Materialise, a leader in the 3D modeling software industry. At Materialise, he will work with partners from Canada to Argentina to raise awareness of Materialise's innovative solutions to key industries such as architecture, medical, engineering, automotive, industrial manufacturing, and much more.