

Buskro Appoints Francisco Soto as Sales Director for Latin America & Caribbean



Pickering, Ontario - March 3, 2026 — Buskro, a global provider of industrial inkjet printing and personalization solutions, has announced a strategic partnership with Francisco Soto, who joins the company as Business Development Manager for Latin America & Caribbean. In this role, Francisco will support Buskro’s continued international expansion by driving business development initiatives across Mexico, Central America, South America and the Caribbean. His focus will include regional market development, channel partner collaboration, executive-level customer engagement, and localized go-to-market strategies aligned with Buskro’s global growth objectives.

Francisco brings more than 22 years of executive-level sales and international business development experience, along with fluency in English, Spanish, and Brazilian Portuguese. He has built an extensive professional network across the Americas and is recognized for his culturally fluent, relationship-driven approach to business development.

Kyle Kropman, Sales & Marketing Leader at Buskro, commented:

“We’re very excited to welcome Francisco to the Buskro team. From the outset, there has been strong chemistry in our partnership, and we see clear alignment in how we approach customers, markets, and long-term growth. Francisco’s regional expertise and relationship-driven mindset will be instrumental as we continue to expand our presence throughout Latin America.”

This partnership enables Buskro to support customers and partners with localized expertise while delivering scalable, ROI-focused inkjet solutions across international markets.