

Cognex: the account view.

A company-level report with a fixed structure. No purchaser-specific offering, objective, or sales approach.

Research cutoff: September 21, 2026. Independently researched; not commissioned Cognex work, a client relationship, or an endorsement.

Business overview

Cognex Corporation supplies machine vision technology for industrial automation. Its systems help manufacturers and logistics operators inspect products, read codes and text, guide robots, and track or identify items. Cognex is headquartered in Natick, Massachusetts, and trades on Nasdaq as CGNX. [1](#)

Account view: this is an industrial technology business serving production and distribution workflows, not a general-purpose enterprise software vendor. Its public proposition combines vision technology with deployment and support. That matters when interpreting its product announcements: easier configuration and operation are part of the company's stated competitive positioning. [1](#)

Products, services, and markets

Cognex describes vision sensors and systems addressing inspection, identification, and automation. Its stated end markets include automotive, electronics, fast-moving consumer goods, healthcare, logistics, and semiconductors. The company presents AI as a way to make its vision tools more capable and easier to deploy. These are the issuer's descriptions, not independent performance findings. [13](#)

The August results release reports general availability of **OneVision**, with hundreds of customers using the platform to configure and deploy AI-powered vision applications. The release does not establish revenue attributable to OneVision or the commercial terms of those deployments. [3](#)

Competitive context: Cognex's positioning emphasizes both technical capability and ease of use. The reviewed sources do not independently rank competitor performance, market share, or switching costs. A market-share claim would require additional evidence; no such ranking is asserted here.

Leadership and organization

The company's published senior-management directory identifies the following roles as of this report's research cutoff. These titles establish public responsibilities, not a purchasing committee. [2](#)

- **Matt Moschner:** President and Chief Executive Officer.
- **Carl Gerst:** Executive Vice President, Global Sales & Products.
- **Dennis Fehr:** Senior Vice President of Finance and Chief Financial Officer.
- **Sheila DiPalma:** Executive Vice President, Employee Services, Chief Culture Officer.
- **Mike Bowdoin:** Vice President, Operations.
- **Darren Long:** Vice President, Customer Success.

Interpretation: the published organization distinguishes product and sales leadership, operations, employee services, and customer success. Treating these as one interchangeable "operations" audience would miss that distinction. No internal reporting lines, delegation limits, direct contact details, or spending authority have been verified.

Footprint and scale

Cognex lists its headquarters in Natick and regional sales, support, and distribution centers across the Americas, Europe, and Asia. Its August 2026 release states that it has locations in more than 30 countries and more than 30,000 customers worldwide. These are corporate-level issuer statements, not a facility census. [13](#)

For the quarter ended **July 5, 2026**, Cognex reported revenue of **\$291 million**, up **17 % year over year**, and an operating margin of **29.4%**. It reported **\$755 million in cash and investments and no debt** at quarter end. These figures describe that reported period, not the company's position today. [3](#)

Boundary: the report does not allocate spending, staffing, production capacity, or purchasing responsibility to individual locations. The revenue growth and balance sheet do not establish a budget for any particular outside service.

Priorities and developments

In the August 5 results announcement, management names three strategic objectives: extending its position in AI-enabled machine vision, delivering a leading customer experience, and doubling its customer base. The CEO also emphasizes broader reach across customers, channels, adjacencies, and end markets. These are management's stated ambitions, not completed outcomes. [3](#)

The same release reports operating expenses down **3% year over year** and describes productivity and efficient scaling as priorities. [3](#)

Interpretation: growth and operating discipline are being pursued together. A reading that treats revenue expansion as permission for unrestricted spending would conflict with the cost and productivity message. OneVision's availability is a relevant product development, but the release does not establish which internal teams have unmet needs or authority to commission outside work.

Key takeaways

1. **Understand Cognex through industrial workflows.** Inspection, identification, and deployment into manufacturing and logistics are central to its own account of the business. [1](#)
2. **Keep the growth and efficiency messages together.** The latest release reviewed combines higher revenue with lower operating expenses and a stated focus on scaling efficiently. [3](#)

3. **Do not confuse company scale with local authority.** A global footprint and a named executive team are established; facility-specific budgets and procurement responsibilities are not. [12](#)

4. **Separate product adoption from commercial conclusions.** Management reports OneVision usage, but the reviewed release does not break out its revenue or prove demand for a complementary service. [3](#)

This is account-level analysis. It does not assess a particular purchaser's offering, recommend an outreach approach, or identify a qualified sales opportunity.

Unknowns and research limits

Unresolved questions include product-level revenue and profitability, independently verified competitive position, site-level investment plans, internal purchasing responsibilities, and the detailed economics of OneVision adoption. No interviews, private systems, paid databases, or confidential materials were used.

This report relies on Cognex's company description, leadership directory, and a dated earnings release. Those sources provide direct evidence of what the company reports, but are not independent corroboration of its marketing claims. The undated web pages were inspected on September 21, 2026; that is a retrieval date, not their publication date. The earnings release is dated August 5, 2026 and reports an earlier financial period. No conflicting figures were identified within this source set; that is not proof that no conflicting information exists elsewhere.

Sources

1. [Machine Vision Solutions for Industrial Automation](#)

Cognex Corporation. Undated company page; retrieved September 21, 2026. Business activities, markets, headquarters, operating regions, and public positioning.

<https://www.cognex.com/en/company>

2. Senior Management

Cognex Corporation. Undated leadership directory; retrieved September 21, 2026. Names and public titles only; no buying authority inferred.

<https://www.cognex.com/en/company/about-cognex/leadership>

3. Cognex Reports Second Quarter 2026 Results

Cognex Corporation. Published August 5, 2026; retrieved September 21, 2026. Financial highlights and management commentary on pages 1–3; global footprint and customer count in the closing About Cognex section. Issuer-reported results and attributed strategic statements.

https://s2.q4cdn.com/773500753/files/doc_earnings/2026/q2/earnings-result/cognex-press-release-q2-26.pdf