



*The Interface Solution Experts*

Moore Industries-International, Inc.

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**Tom Watson Joins Moore Industries as Corporate Marketing Manager**

NORTH HILLS, CA—Moore Industries-International, Inc. has hired Tom Watson as its new Corporate Marketing Manager. In this role, Watson will help guide the company's strategic marketing efforts in strengthening its leadership position in the design and manufacturing of electronic measurement and interface instruments for various process industries.

Prior to joining Moore Industries, Watson was the Director of Global Marketing and Communications at Goellner, Inc., a worldwide manufacturer of machine tools and machine components. While at Goellner, Watson handled two of the company's brands: Henning (a manufacturer of machine protection and coolant management products) and Advanced Machine & Engineering Co. (a machine and components manufacturer). At Goellner, Watson improved sales and marketing processes while updating corporate websites and instituting a successful PR-oriented demand generation campaign.

Watson also held several roles during 22 years at Hewlett-Packard, including the title of Worldwide Advertising Manager of the Electronic Products & Solutions Group at HP's test and measurement spin-off Agilent Technologies. While with Agilent, Watson oversaw a brand rebuilding campaign based on tutorial-driven content that helped increase brand sales and grow sales within the group.

"Tom's ability to combine creative strategic thinking with tactical project management and execution makes him a great fit for this position as our company looks to reach new customers while retaining our existing base," said Scott Saunders, Vice-President of Sales and Marketing and COO at Moore Industries. "In addition, we feel that Tom's many years of experience in marketing communications and advertising combined with his background in marketing products to test engineers and manufacturers will enable him to make valuable contributions to the continuing success of Moore Industries."

Moore Industries has been a leader in the process control industry since its founding in 1968. Today the company is a world leader in the design and manufacture of interface instruments for industrial process control, system integration and factory automation. The company has been at the forefront of the emergence of distributed I/O and remote I/O solutions by bringing industry-leading products to market such as the NCS NET Concentrator System®.

"Moore Industries' commitment to bringing innovative products of such high quality to process control customers is unparalleled within the industry," said Watson. "Moore Industries has several upcoming product and technology innovations planned. I am excited about the opportunity to work with this dedicated team to develop new ways to bring these excellent products and services to our diverse process control marketplace."

For more information, contact Moore Industries-International, Inc., 16650 Schoenborn St., North Hills, CA 91343, U.S.A.; Telephone: (818) 894-7111; FAX: (818) 891-2816; E-mail: info@miinet.com; Web Site: [www.miinet.com](http://www.miinet.com).

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