

Red Lion Expands Executive Team

Appoints industry veterans Laura Hoffman as vice president of global marketing and Jim Gilbert as vice president of automation & wireless

York, Pa. – February 7, 2012 – Red Lion Controls, the global experts in communication, monitoring and control for [industrial automation](#), today announced that it has expanded its executive management team with the appointments of Laura Hoffman as vice president of global marketing and Jim Gilbert as vice president of automation and wireless. In their respective roles, Laura will be responsible for marketing programs worldwide and Jim will lead industrial automation and wireless product development.

“The combination of Laura’s marketing expertise with Jim’s technical background further strengthens the Red Lion management team,” said Mike Granby, president of Red Lion Controls. “With a growing industrial portfolio resulting from our N-Tron and Sixnet acquisitions, we realize the importance of enhancing marketing and product management to better serve the needs of customers and partners around the world.”

Laura joins the company with over twenty years of marketing program leadership that includes fourteen years at Microscan Systems, a factory automation industry provider owned by Red Lion’s parent company, Spectris plc. In her role as director of global marketing, she successfully implemented a combination of lead generation, public relations, event planning, brand positioning and channel marketing programs to help drive sales and business development initiatives. Prior to Microscan, Laura handled marketing for a diverse array of companies, ranging from industrial materials handling to consumer tourism. She graduated with a B.A. in Communications with a minor in advertising from the University of Washington and has obtained several online marketing certifications.

With extensive experience delivering enterprise and mobile software solutions, Jim comes to Red Lion from NEC Corporation, where he worked as the director of product development & engineering for the Identification Solutions division. In this role, he was responsible for both security product development and the management of domestic and international engineering teams located in the United States, Canada and India. Prior to NEC, Jim served as senior vice president of global product management for Cross Match Technologies, where he oversaw strategic planning, competitive analysis, and product strategy. A member of the NIST Latent Interoperability Committee and a volunteer with the Make-A-Wish Foundation, Jim graduated with a B.S. in Computer Science and a minor in Russian from Iowa State University.

About Red Lion Controls

As the global experts in communication, monitoring and control for industrial automation, Red Lion has been delivering innovative solutions to customers for forty years. Our award-winning technology enables companies worldwide to gain real-time data visibility that drives productivity. Product brands include [Red Lion](#), [Sixnet](#) and [N-Tron](#). With headquarters in York, Pennsylvania, the company has offices across the Americas, Asia-Pacific and Europe. For more information, please visit www.redlion.net. Red Lion is a [Spectris](#) company.

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