



**Advancing** Battery Management

**FOR IMMEDIATE RELEASE**

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**Midtronics, Inc. Announces Three Executive Promotions to Drive Strategic Growth & Innovation**

**Willowbrook, IL, July 20, 2018** – Midtronics today announced the promotion of three individuals to support and execute the company’s strategic plan focused on global growth and technical innovation.

“Each of these team members have been instrumental in our success over the past several years,” said Will Sampson, Executive Vice President and General Manager. “Their new roles will help ensure that we are well-positioned to grow and continue to develop the best battery service and management solutions for our customers around the world.”

**Paul Lacroix - General Manager, Americas Region**

In this position, Lacroix will lead overall business success and growth in the Americas Region, which includes North and South America. As regional general manager, he is charged with achieving growth and profit goals, as well as managing and tracking business tasks for regional customers.

Lacroix joined Midtronics in 2012 and has held several sales and marketing roles in the company supporting some of the company’s largest companies. Most recently he held the position of Director of Customer Experience. Lacroix also serves as an Executive Committee member on the Automotive Maintenance & Repair Association/Motorist Assurance Program (AMRA/MAP) Board of Directors.

**Jason Ruban - Vice President, Business Innovation**

Ruban has been with the company in sales and sales management / director roles for nearly 21 years and was named to Vice President, Global Sales in 2015.

In this new position, he will identify and qualify adjacent business opportunities that can contribute to overall growth in sales and profits, including Electric Vehicles (EVs), Hybrids and Plug-in Hybrid EVs (PHEV) prospecting, relationships, and market understanding; and manage key relationships with strategic customers / partners.

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**John Sowder - Vice President, Global Engineering**

Joining Midtronics as Director of Engineering in 2013, Sowder has worked to build a strong, global engineering team and has been an important leader in development of major re-invention of the company's product platforms.

Sowder will drive innovation, execution, and a culture of collaboration across the Midtronics global engineering organization.

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**About Midtronics**

Midtronics is a worldwide leader and provider of battery testing and management products for transportation battery applications. Founded in 1984, Midtronics remains singularly focused on advancing battery management, supplying customers with innovative battery diagnostic equipment and management solutions. Beyond current technologies, Midtronics continues to develop new technologies and battery management solutions for new battery chemistries and vehicle systems. Visit [www.midtronics.com](http://www.midtronics.com) for more information.