

## **Coghlin Companies Continues Growth Trend with Addition of Vice President of Sales and Strategy**

*Industry veteran Bill Laursen brings more than 20 years of sales and relationship development experience to established engineering, prototyping and contract manufacturing services provider of industrial equipment and medical devices*

**WORCESTER, Mass. – January 26, 2012** – Driven by its goals of business expansion and broader market penetration, Coghlin Companies appointed Bill Laursen to execute the company’s strategic relationship development and geographic expansion initiatives. Laursen joins Coghlin Companies after running MAKS LLC, which provided strategic planning, business development and sales services to international technology companies targeting North American and International clients.

In his role as Vice President of Sales and Strategy for Coghlin Companies, Laursen will leverage more than 20 years of industry experience in transforming strategic vision into action – identifying new markets, further penetrating existing markets and launching creative strategies to drive and close more business leads. Prior to launching his own business, Laursen served as Executive Vice President Business Development for Swedish manufacturer TC Tech, President of optical media manufacturing solutions provider M2 America Corp, and Sales Manager for hardware, software, and encryption solutions provider Doug Carson and Associates – sole provider of copy-protection for XBOX gaming systems.

“I’ve dedicated my entire career to success through innovation in the capital equipment market. When I discovered the scope of Coghlin Companies’ capabilities, I was eager to become part of its success,” said Laursen. “The domestic contract manufacturing and product development space is rapidly evolving into one of the most efficient and cost effective in the world for capital equipment and innovation companies for which Intellection Property protection is paramount. I look forward to driving the company’s expansion in this environment.”

Chris Coghlin, President and CEO for Coghlin Companies commented, “Bill brings a wealth of experience and understanding across a range of technology and equipment industries including medical devices, consumer electronics, packaging, semiconductor and optical media. This, combined with his global experience and vast relationship network, makes him a valuable asset to our company as we set our sights on growth across key industry sectors and strive to create exceptional customer experiences.”

### **About Coghlin Companies, Inc.**

Coghlin Companies, Inc. is a privately held company specializing in helping companies cost effectively improve their time-to-market. Based in Worcester, Massachusetts, Coghlin Companies spans four generations representing more than 126 years of manufacturing experience and leadership. Subsidiaries include: Columbia Tech, which provides turnkey manufacturing services to a diverse customer base, including OEMs in the bio-science, semiconductor, LED, medical device, green energy technology, data storage, and automation systems and controls industries; DCI Engineering, an engineering design and pre-production support services company; and Cogmedix, an FDA compliant and ISO 13485 certified medical subassembly and finished medical device contract manufacturer. For more information, please visit [www.coghlincompanies.com](http://www.coghlincompanies.com) or sign up for the Coghlin Companies e-Newsletter at <http://coghlincompanies.com/newsletter-signup.php>.