

Here's a look at movers and shakers in tech (Page 2)

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The University of Massachusetts-Amherst appointed Julie Buehler as vice chancellor of information services and strategy and chief information officer (CIO).

In an effort to expand the company's contract manufacturing and engineering services functions, privately held, Worcester, Mass.-based [Coghlin Companies](#) Inc. made several new, strategic hires in recent weeks. [Daniel Puglisi](#) was named director of project management for the company's Columbia Tech division. In this role, Puglisi, who possesses a BS in Management from Plymouth State University and an MS in Technology Management from the University of New Hampshire, has been charged with guiding projects through the New Product Introduction (NPI) and manufacturing process.

Twenty year information technology veteran [David Smiley](#) was named Coghlin Companies new business systems manager. He is responsible for streamlining the company's business processes and possesses a Bachelor of Science in business administration from Worcester State College, a Masters in management from the University of Massachusetts-Amherst and a Masters in computer science from Boston University.

[Coghlin Companies](#) also recently promoted [Steve Strandberg](#) to the post of business development manager. Stranberg, who previously served as a program manager, possesses a Bachelor of Science degree in mechanical engineering from the University of Massachusetts-Dartmouth, an MBA from Clark University and a certificate in Project Management from Worcester Polytechnic Institute.

Newton, Mass.-based TripAdvisor is amping up its global marketing efforts naming [Anne Bologna](#) as the company's new vice president of brand strategy. Reporting to the travel website's chief marketing officer, [Barbara Messing](#), Bologna will be based in Newton and lead TripAdvisor's brand vision efforts and television and offline advertising. Bologna previously held the post of managing director at MDC Partners in New York City and received the "Changing the Game Award," an honor given by Adweek and Advertising Women of New York to honor women who've reinvented their businesses to meet today's challenges.