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PLYMOUTH MEETING, Pennsylvania, USA — November 18, 2020

Electronics industry sales and marketing experts [Lectrix](#) today announced industry veteran, Bill Baumann, has joined them as Vice President of Business Development.

“We are excited for Bill to join us at this key time when the electronics industry is shifting from a traditional product marketing focus to a performance-marketing focus, where we can now tie real ROI and specific customers to marketing dollars,” said Graham Kilshaw, Lectrix CEO. “Bill’s experience and expertise in our industry will be a key asset in educating engineering companies, component makers, and marketers on this new approach.”

For over 25 years, Baumann held various executive roles at Penton Media culminating in his position as Vice President Market Leader/Group Publisher – Design Engineering and Sourcing Group. From 2015 to July 2020, Baumann worked as an industry consultant for several media companies. Most recently, Baumann held the role of VP Managing Director of EH Media’s Robotics Group.

With more than 30 years of electronics industry experience, Baumann is well-versed in new product introduction and recognizes that the industry now requires a more strategic marketing solution.

“Traditional methods for new product introduction are valuable,” Baumann said, “but I believe an integrated approach to marketing ROI will be more beneficial to manufacturers, distributors, and consumers. Lectrix provides that integrated approach.

“Throughout my entire career, advertising has never been able to fully close the loop and make marketing something that results in ROI,” Baumann continued. “We’ve been stuck in this ‘evolutionary vs revolutionary’ space. The Lectrix integrated approach is a revolutionary way to market to engineers in the electronic component industry because it can be attached to revenue.”

Baumann stated he is pleased to join the industry leaders at Lectrix and continuing to bring this new approach to the forefront of marketing in the electronics industry through traditional and innovative marketing methods.

About Lectrix

Lectrix delivers measurable ROI on marketing spend for B2B electronics companies.

By working directly with your sales and marketing teams, our electronics industry experts produce the predictable result you’ve always wanted: a direct connection between marketing spend and increased sales.

With our partner mindset and complete solution ranging from marketing strategy development to deployment to measurement, you’ll come to think of Lectrix as an essential part of your sales team.

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