

## Press Release

### **Ernesto Pollano Promoted to General Sales Manager, Mexico / LATAM**

MicroCare today announced the promotion of Ernesto Pollano to General Sales Manager, Mexico / LATAM. The promotion speaks to the company's strategy to continue to build upon its global expansion.

Pollano who joined MicroCare 2018 as Regional Sales Manager, Western Mexico, immediately distinguished himself for his keen problem-solving sales approach and customer relationship building abilities. His contributions to the success of MicroCare in the competitive Mexico market were recognized – and rewarded with today's announcement.



In his new role, Pollano will lead MicroCare sales and marketing in Mexico and Latin America. He will develop and grow the sales organization, strengthen relationships with distributors and manufacturers representatives, develop key new partnerships to increase revenue across all MicroCare product platforms, and identify strategic opportunities to increase sales in Mexico. Pollano will also play a key part in developing the MicroCare strategy specifically for Costa Rica and Dominican Republic.

Vince Libercci, Electronics Commercial Sales Manager says, “Ernesto has successfully increased the MicroCare market share in Mexico in the four years he has been with the company. He has demonstrated leadership, team building and strategic business development skills and is deserving of

this appointment. We will lean on Ernesto to be our point person in an area that has been a key pillar to our growth and will be an important part of our future success.”

“I’m excited to lead the way on our growth plan for Mexico / LATAM,” says Pollano, an alumnus of the Universidad Panamericana, Guadalajara. “MicroCare is well positioned to grow in the critical cleaning market that it has called home for 40 years. Our unique offerings, including cleaning fluids and proprietary cleaning tools along with our strategic distributor partnerships worldwide, provide our clients with a value proposition that is unmatched in the industry.”

[www.microcare.com](http://www.microcare.com)

**ENDS**

**Editor’s Notes:**

Fast-growing MicroCare, LLC is a global company based in New Britain, CT. Since 1983 it has been the leading manufacturer of environmentally progressive fluids and tools used for critical cleaning. These products are supplied to industries as diverse as electronics, metal finishing, transportation, telecommunications, medical device manufacturing, and medical/dental infection prevention. MicroCare also features a team of chemists and technical engineers to help companies use these fluids properly, safely and most economically.

MicroCare has an ISO 9001:2015 registered quality system and is continually improving and expanding its range of products with full R&D labs located in Connecticut and Colorado. MicroCare has manufacturing facilities and global logistics centers in Connecticut and Colorado in addition to facilities in the UK and Singapore. MicroCare products include the MicroCare™ cleaning fluids, Sticklers™ fiber optic cleaners, MicroCare Medical™ lubricating fluids and ACID Magic™ water treatments among its brands.

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