



MW Associates
Naples, FL
239-530-8790
E-mail: megwend@aol.com

CONTACT INFORMATION

Jenny Popp
MW Associates
Naples, FL
E-mail: jpopp@meganwendling.com

FOR IMMEDIATE RELEASE

MW Associates Continues International Growth with Addition of Client Services Manager

NAPLES, FL — July 2026 — MW Associates, a global all-electronics marketing and electronics assembly consultancy agency, is pleased to announce the appointment of Chloé Palmer Saunders as Client Services Manager, effective Monday, August 3, 2026. Saunders' addition reflects the agency's continued international expansion and ongoing investment in delivering enhanced strategic marketing and communications support to clients worldwide. As MW Associates continues to grow its global presence, her appointment further strengthens the company's ability to provide personalized client service, expand its European operations, and deliver the high-quality marketing, public relations, and content development programs for which the agency is known.

In her new role, Saunders will oversee client communications and account management while supporting the agency's continued growth throughout North America and Europe. She will work closely with MW Associates' diverse portfolio of electronics manufacturing clients, developing strategic marketing initiatives, managing integrated communications programs, and creating promotional and editorial content that helps companies strengthen their market presence. She'll further add to the portfolio by working on podcasts, video interviews and film projects for our clients.

Saunders brings more than eight years of experience in B2B marketing, public relations, account management and business development, with an impressive background serving technology and electronics organizations. Throughout her career, she has developed and executed integrated marketing campaigns, managed client relationships, produced press materials and marketing collateral, coordinated international trade show activities, and worked closely with industry publications to maximize client visibility. Most recently, she further expanded her commercial expertise as a Senior Sales Development Representative in the cybersecurity sector, where she strengthened her skills in strategic account engagement, stakeholder communications and consultative business development.



Saunders' extensive experience within the electronics manufacturing industry, combined with her expertise in content creation, public relations, social media strategy, LinkedIn management, campaign

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planning and client relationship management, makes her exceptionally well positioned to support MW Associates' growing international client base. She will also play an integral role in expanding the agency's European services, strengthening relationships with clients, trade publications and industry partners throughout the region.

"I am thrilled to be joining MW Associates at such an exciting time in the company's growth," said Saunders. "MW Associates has built an outstanding reputation for delivering strategic marketing and public relations programs that truly make a difference for its clients. I look forward to helping strengthen and grow the company's global presence while working closely with clients to understand their unique challenges, develop effective communications strategies, and help them increase their visibility and influence within the electronics manufacturing industry."

Megan Wendling, President, Owner and Founder of MW Associates, said Saunders' appointment represents another important milestone in the agency's continued expansion.

"Chloé brings an exceptional combination of industry knowledge, marketing expertise and commercial experience that will be invaluable to both our clients and our organization," said Wendling. "Her proven ability to build strong client relationships, create high-quality editorial and promotional content, and develop strategic communications programs aligns perfectly with our commitment to delivering exceptional service. Just as importantly, her extensive experience working throughout Europe will significantly enhance our ability to support clients globally as we continue expanding our international presence. We are delighted to welcome Chloé to the MW Associates team and look forward to the expertise, energy and fresh perspective she will bring to our company and our clients."

As Client Services Manager, Saunders will collaborate with clients across the electronics manufacturing supply chain, providing strategic marketing support, public relations, content development, social media management, media relations and integrated communications programs designed to increase brand awareness and support business growth.

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About MW Associates:

MW Associates is the premier marketing and PR firm for the global electronics manufacturing industry. With a special focus on B2B marketing and over four decades of experience, the firm has the expertise and connections necessary to transform companies into leading brands. MW Associates is a women-owned and operated business committed to delivering exceptional results for its clients.