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FOR IMMEDIATE RELEASE

MW Associates Strengthens Technical Content Team with Addition of Jack McCarthy

NAPLES, FL — August 2026 — MW Associates, a global all-electronics marketing and electronics assembly consultancy agency, is pleased to announce that Jack McCarthy has joined the agency as its Technical Writer & Communications Specialist.

McCarthy's addition reflects MW Associates' continued growth and expanding investment in technical content development, strategic communications, and client support. In his new role, he will collaborate closely with clients to develop compelling press releases, conduct executive interviews, write editorial articles and thought leadership content, oversee industry award submissions, and support social media and digital marketing initiatives that help electronics manufacturers strengthen their brands and increase industry visibility.

"I'm excited to join MW Associates and contribute to an organization that has earned such a strong reputation within the electronics manufacturing industry," said McCarthy. "I've always enjoyed translating complex technical information into practical, meaningful communication, and this role provides an exciting opportunity to combine my technical background with strategic storytelling. I look forward to working with clients to showcase their innovations, share their expertise, and help them build stronger connections with their customers and the industry."

McCarthy brings a unique combination of technical expertise, analytical thinking, and client-facing consulting experience to MW Associates. A graduate of Rochester Institute of Technology with a Bachelor of Science in Computing and Information Technologies, he has built his career helping organizations implement complex technology solutions while translating technical concepts into practical, customer-focused communications. His background includes technical consulting, project leadership, client relationship management, documentation, and strategic problem-solving across highly technical industries.



At MW Associates, McCarthy will work directly with clients throughout the electronics manufacturing supply chain to develop high-quality editorial content, award-winning submissions, press materials,

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executive interviews, and social media content that effectively communicates technical innovation to industry audiences. His ability to understand complex technologies and transform them into engaging, informative content will further strengthen the agency's comprehensive marketing communications services.

"One of the things that sets MW Associates apart is our ability to understand highly technical products and communicate their value in a way that resonates with customers, editors, and industry professionals," said Megan Wendling, President, Founder & Owner of MW Associates. "Jack's technical background, analytical mindset, and strong communication skills make him an outstanding addition to our team. His experience working directly with customers and complex technologies will allow him to quickly understand our clients' innovations and develop content that helps them stand out in a competitive marketplace."

McCarthy's appointment represents another milestone in MW Associates' continued expansion as the agency grows its team and broadens its marketing communications capabilities for electronics manufacturers around the world. By investing in specialized talent, MW Associates continues to deliver the personalized service, technical expertise, and strategic marketing programs that have made the agency a trusted partner to the global electronics manufacturing community.

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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.