

MicroCare Appoints Doug Kay as Director of Market and New Business Development

Seasoned medical device and industrial technology executive joins MicroCare to expand market opportunities and accelerate growth across key industries

NEW BRITAIN, CT, June 22, 2026 — MicroCare, LLC, a leading provider of precision cleaning fluids, specialty chemicals, and application tools, today announced the appointment of Doug Kay as Director of Market and New Business Development.

In this newly created role, Kay will focus on finding new growth opportunities, expanding strategic partnerships, and driving market development initiatives across the MicroCare core industries, including electronics, medical devices, digital infrastructure, fiber optics, defense, and industrial technology.

"Doug has a proven ability to identify market opportunities, build strong commercial partnerships, and turn strategy into growth," said Tom Tattersall, CEO of MicroCare. "As we continue to expand into new markets and deepen relationships with customers and industry partners, his experience and leadership will be instrumental in helping us accelerate that growth."



Driving Growth Through Innovation and Partnerships

Kay brings more than 15 years of experience leading commercial growth, product strategy, and market expansion initiatives across the medical device and industrial technology sectors.

Most recently, he served as Global Director of Marketing at CooperSurgical, where he led product strategy, development, and commercialization efforts across multiple global business units.

Prior to CooperSurgical, Kay held global leadership roles at Ascensia Diabetes Care and earlier marketing leadership positions at Z-Medica, Spine Wave and Covidien (Medtronic Minimally Invasive Therapies Group).

Kay earned a Bachelor of Arts degree from the University of Connecticut, where he was a Roper Center Fellow for Public Opinion and Market Research, and later completed Executive Education studies in Marketing at New York University.

Positioned for the Next Chapter of Growth

"MicroCare has built an outstanding reputation through its technical expertise, innovative chemistry, and strong customer relationships," said Doug Kay. "What excites me most is the opportunity to help expand that success into new markets while strengthening partnerships with OEMs, Tier 1

manufacturers, and industry leaders. There is tremendous potential across medical devices, electronics, robotics, defense, and digital infrastructure, and I'm excited to help customers unlock new value from MicroCare solutions while supporting the company's next phase of growth."

About MicroCare, LLC

MicroCare, LLC is a global leader in critical cleaning, coating, and lubrication solutions serving industries including electronics, medical device manufacturing, fiber optics, telecommunications, aerospace, defense, precision manufacturing, metal finishing, and water treatment.

Since 1983, MicroCare has developed high-performance chemistries and application solutions that help customers solve complex cleaning challenges in mission-critical environments. Supported by its Critical Cleaning Lab and global technical team, MicroCare provides testing, regulatory guidance, and customized solutions that improve product reliability, operational performance, and compliance.

Headquartered in New Britain, Connecticut, MicroCare operates facilities in North America, Europe, and Asia and serves customers worldwide through a portfolio of trusted brands including MicroCare Medical™, Sticklers™, SpecClean™ and ACID Magic™.

For more information, visit microcare.com.

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