

## Kevin Castonguay Joins MicroCare as Senior Director of Marketing

New Britain, CT — July 13, 2026 — [MicroCare LCC](#) today announced that it has hired Kevin Castonguay to serve as senior director of marketing for MicroCare.

A 25+ year marketing executive, Castonguay brings experience in leading global strategies to accelerate revenue growth, expand market share and build high-performing brands. The strategic hire comes as the company continues to expand its presence as the go-to provider for cleaning, coating and lubrication solutions across the electronics, precision manufacturing, medical device and fiber optic industries.

As a skilled marketer, Castonguay will put his background in demand generation, go-to-market strategy, brand management, digital transformation and more to use at MicroCare to increase brand awareness and drive preference among current and new customers.



“We are thrilled to welcome Kevin to the MicroCare marketing team,” said Sean Gallimore, vice president of strategic initiatives at MicroCare. “Kevin’s expertise in building strategic marketing initiatives and leading all aspects of execution on a global scale is exactly what is needed to continue driving the MicroCare brand presence with customers who can benefit from our solutions around the world.”

Previously, Castonguay held marketing roles with leading companies including Ametek, Acme United Corporation and Danaher Corporation. Castonguay also serves on the board of directors for the Western New England University College of Business.

For more information, visit the [MicroCare website](#).

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### **About MicroCare, LLC**

MicroCare, LLC develops critical cleaning, coating, and lubrication solutions for industries including electronics, medical devices, fiber optics, aerospace, defense, precision manufacturing, and metal finishing. Since 1983, MicroCare has helped customers improve product performance, reliability, and compliance through innovative chemistries, expert technical support, and laboratory testing. Headquartered in New Britain, Connecticut, the company serves customers worldwide through its trusted brands, including MicroCare Medical™, Sticklers™, Spec Clean™, and ACID Magic™.

Learn more at **[microcare.com](http://microcare.com)**.

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