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## FOR IMMEDIATE RELEASE

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## Jay Sandidge Appointed Director of Sales – Asia Pacific at Positronic

**1 September 2018**

**Positronic**, a global manufacturer of high reliability electronic connector products based in Springfield, Missouri, USA, has appointed Jay Sandidge as Director of Sales – Asia Pacific. He will develop the regional sales strategy, manage sales operations, and lead the team in achieving company objectives. Sandidge will also identify new market opportunities and define the actions required to bring a new dynamic to the business, generating growth for Positronic.

Prior to this role, Sandidge has held several sales and marketing management positions over the last 18 years, since originally joining Positronic in 2000. Most recently, he has served as Director of Marketing, where he steered a new branding campaign, developed a customer-focused website, and implemented new customer management and pricing tools. Sandidge also provided direction on new product development processes and led the product management team.

“I am confident that Jay will excel in this new role and lead our Asia Pacific sales team in achieving growth for the region,” states John Grimm, Vice President of Sales and Marketing at Positronic.

The appointment of Jay Sandidge as Director of Sales – Asia Pacific is effective 1 September 2018. To learn more about Positronic, visit [www.connectpositronic.com](http://www.connectpositronic.com).

### About Positronic:

Founded in 1966, Positronic is a global manufacturer of highly reliable electronic connectors known for distinctive core capabilities, including solid machined contacts with low resistance/high conductivity for use in standard and quick--turn custom connectors. Key products include high power, D-sub, rectangular, modular and circular connectors. Customized solutions are available as well. Positronic is known globally for the unique ability to quickly modify existing designs or create new products to meet application-specific needs. Visit <http://www.connectpositronic.com> for more details.