



Red Lion Names Bruce Macpherson Vice President of EMEA and SAARC Sales

Experienced Industrial Automation Veteran to Join Expanding Leadership Team

York, Pa. – December 13, 2016 – Red Lion Controls, the global experts in communication, monitoring and control for [industrial automation and networking](#), today announced the appointment of Bruce Macpherson as Vice President of Sales for the EMEA and SAARC regions, where he will oversee customer relationships and business growth. Bruce reports directly to Red Lion President Jack Lee and serves on the company's leadership team.

Prior to joining Red Lion, Bruce was Managing Director for SMAC Inc. In this role, he managed all aspects of sales, software development, machine design and customer support for the EMEA and APAC regions. Previously he held positions of increasing responsibility with Automatic Sea Vision S.A, High Integrity Solutions Ltd, Mercury Computer Systems Inc and Datel Technology Ltd.

“As Red Lion continues to expand across the globe, we are adding top-notch executives to Red Lion’s leadership team to support our growth,” said Lee. “Bruce’s 25 years of industrial computing and automation experience coupled with an impressive background in systems and hardware sales make him the perfect fit to lead our EMEA and SAARC sales efforts.”

Bruce began his career as an Electronics and Communications Engineer with the British Army, where he served for nine years before moving into technology sales and senior leadership roles. His experience includes building new organizations, as well as turning around underperforming operations.

“I look forward to this exciting opportunity to work with the EMEA and SAARC teams to serve new and existing customers,” said Macpherson. “Our goal is to continue providing reliable automation and networking solutions that allow users to drive efficiencies across a range of industrial applications, enabling our customers to become more successful.”

For additional information about Red Lion, please visit www.redlion.net.

About Red Lion Controls

As the global experts in communication, monitoring and control for industrial automation and networking, Red Lion has been delivering innovative solutions for over forty years. Our automation, Ethernet and cellular M2M technology enables companies worldwide to gain real-time data visibility that drives productivity. Product brands include Red Lion, N-Tron and Sixnet. With headquarters in York, Pennsylvania, the company has offices across the Americas, Asia-Pacific and Europe. Red Lion is part of Spectris plc, the productivity-enhancing instrumentation and controls company. For more information, please visit www.redlion.net.

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