

## Meggitt Sensing Systems hires Marketing Communications Specialist

**Germantown, MD — Meggitt, the manufacturer of industry-leading accelerometers and vibration sensing products, announced today that it has hired Shalvi Desai as the Marketing Communications Specialist for Wilcoxon Research products. Ms. Desai's marketing experience will enhance client communications and new product awareness.**

In her role as Marketing Communications Specialist, Ms. Desai has primary responsibility for all aspects of customer communications including planning, organizing and budgeting for advertisements, trade shows, the wilcoxon.com website, press releases, and a significant focus on increasing awareness of new product introductions.

"Shalvi's traditional and online marketing experience will not only benefit our sales department, but will also enable us to reach customers in a different way" said Tom Smith, Vice President of Sales & Marketing for Wilcoxon Research products. "We are looking forward to the enhanced understanding our clients will have of our sensors and the service we provide as a result of her dedication to customer service and product awareness."

Ms. Desai's background in software marketing to manufacturing, healthcare and service industries will transition well into her new role at Meggitt Sensing Systems. As former Marketing Manager of The eVSM Group, a software company that provides an electronic tool used to create value stream maps in continuous improvement settings, she was in charge of email marketing, printed materials and client relations. Ms. Desai holds a Bachelor of Arts in English and Marketing from The Ohio State University. Her addition will help promote sales and communication channels, as well as new product integration and releases.

Since 2004, Courtney Sturniolo has served as the Marketing Communications Specialist for Wilcoxon Research Products. Mrs. Sturniolo will take the experiences gained during her seven years with the company to the Meggitt Sensing Systems office in Fribourg, Switzerland, where she will continue with the company as the Marketing Manager – Energy. She will contribute to the marketing efforts for Meggitt's energy products throughout MSS's eight sites globally. Meggitt Sensing Systems provides energy customers with turbine protection systems, condition and performance monitoring systems, blade health monitoring, combustion analysis, vibration and pressure sensing, ice detection, flame detection and ignition systems.

Meggitt Sensing Systems offers employees a diverse, dynamic, and fast-paced environment with a wide array of opportunities for career development and advancement. Learn more about employment opportunities in their Germantown, Maryland, facility at <http://www.wilcoxon.com/employment.cfm>. To learn more about Meggitt's Wilcoxon Research product line, or the pledge of Total Lower Cost of Ownership, visit [www.wilcoxon.com](http://www.wilcoxon.com), call 800-WILCOXON, or email [wilcoxon@meggitt.com](mailto:wilcoxon@meggitt.com).

ENDS



## Press information

MEGGITT

For further information contact:

Meggitt Sensing Systems

Shalvi Desai, Marketing Communications Specialist

+1 301 216 3039, [shalvi.desai@meggitt.com](mailto:shalvi.desai@meggitt.com)

**Meggitt Sensing Systems**, a division of Meggitt PLC, is a leading supplier of high-performance sensing and monitoring systems for physical parameter measurements in extreme environments. It has operated since 1927 through its antecedents—ECET, Endevco, Ferroperm Piezoceramics, Lodge Ignition, Sensorex, Vibro-Meter and Wilcoxon Research — whose portfolios form the basis of product lines offered by today's Meggitt Sensing Systems. Meggitt Sensing Systems designs and manufactures the Wilcoxon Research product line of vibration sensors at its facility in Germantown, Maryland, USA. [www.wilcoxon.com](http://www.wilcoxon.com)

**Meggitt PLC** Headquartered in the United Kingdom, Meggitt PLC is an international group operating in North America, Europe and Asia. Known for its specialised extreme environment engineering, Meggitt is a world leader in aerospace equipment, sensing systems, defence training and combat support products and systems. [www.meggitt.com](http://www.meggitt.com)

Best regards,

Courtney

**Courtney Sturniolo**

Manager, Marketing Communications (Energy)

**Meggitt Sensing Systems**

20511 Seneca Meadows Parkway

Germantown Maryland 20876

USA

26047 Jodie Lynn Circle

Cypress Texas 77433

USA

Tel: +1 (281) 213 8238

Fax: +1 (301) 330 8873

[courtney.sturniolo@meggitt.com](mailto:courtney.sturniolo@meggitt.com)

[www.meggittsensingssystem.com](http://www.meggittsensingssystem.com)

[www.meggitt.com](http://www.meggitt.com)