



FOR IMMEDIATE RELEASE

## CognitiveTPG Appoints New OEM Sales Manager

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CognitiveTPG, an established leader in the design and development of innovative print technology solutions, announced today the appointment of Craig Kaliebe as OEM Sales Manager where he will be responsible for CognitiveTPG's existing OEM clientele as well as new OEM opportunities.

"Having worked with Craig at Cherry I know him to be very effective at managing OEM accounts," said Nigel Ball, Vice President of Sales and Marketing for CognitiveTPG. "Craig also brings a portfolio of skills that I believe will service CognitiveTPG's future goals."

Craig comes to CognitiveTPG from C&K Components where he was the Regional Sales Manager with responsibility for overseeing OEM and distributor sales activities as well as the company's manufacturer's representative firms. His 12 year tenure at Cherry Electronics included positions in sales, marketing, and commercial management.

"I am thrilled to take on this new challenge in my career. I look forward to working with CognitiveTPG's OEM customers, helping them with innovative new printing solutions. I'm also really excited for the opportunity to work with Nigel Ball again," said Craig Kaliebe, CognitiveTPG's new OEM Sales Manager.

### About CognitiveTPG

CognitiveTPG is an established worldwide leader in the design and development of innovative print technology solutions for a broad range of markets. As industry evolves, we collaborate face-to-face with our customers so we can respond to their needs quickly with inspired solutions that deliver effective results. Our history as a pioneer in thermal print technology speaks for itself. Today, we're working on the next series of innovations that will keep your company in front of the competition. Find out more at [www.CognitiveTPG.com](http://www.CognitiveTPG.com).

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