



# The DATA CAPTURE Report

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## Special SCAN: The DATA CAPTURE Report Reprint

### Kyle Turner Takes Reins At CognitiveTPG

In late July, we received word that Kyle Turner has been appointed president/CEO by the **CognitiveTPG** board of directors. Turner will have full responsibility for all functions including sales, marketing, operations, engineering, and administration.

Turner has spent the last 14 years serving CognitiveTPG in a variety of roles, including general manager for the past four years. Since Turner has already been managing the company, we asked him if the appointment/title was simply a reward for his hard work or if there will actually be changes in his role.

“This appointment gives me more liberties to do the things I believe will take CognitiveTPG to the next level,” Turner replied. “I want to work on developing partnerships to target specific niche markets, and to make CognitiveTPG the most leading edge vendor in the industry when it comes



*Kyle Turner,  
president/CEO,  
CognitiveTPG.*

to innovation. Part of my plan is to engineer products for a specific market and then look for other markets that could benefit from the same innovation. The three things we focus on our ruggedability, durability, and meeting customer needs.”

For over 35 years, CognitiveTPG has provided printing technologies to the thermal and impact printer market serving customers across a broad range of industries including retail, banking, self service/kiosk, automotive, hospitality, manufacturing/logistics, and healthcare. “We have always been strong in innovation and hope to continue to meet the changing demands of our customers,” said Turner. “But, today’s market is very challenging. Like others, we are still feeling some of the hurt from 2009. With that in the back of our minds, we must find ways to reduce risk while we target new markets.”

#### **Background**

When we asked Turner what accomplishments he is most proud of during his tenure at CognitiveTPG, he replied, “First, I am proud of the designs I did. I have two engineering degrees [and an MBA], and they have served me well. I am also proud of the goal setting I have done for the various departments at the company. I know the strengths of the

company and have the ability to make quick decisions when reacting to the market. I have literally worked in all departments of the company.”

### **Employee reaction**

We thought it might put Turner on the spot if we asked him about the employees’ reaction to his appointment. So, instead, we asked Angela Mansfield-Swanson, CognitiveTPG’s director of corporate marketing.



**Angela Mansfield-Swanson, director of corporate marketing, CognitiveTPG.**

“The employees seem very happy,” she replied. “Because of Kyle’s vast experience at the company, they view him as someone who can truly speak their language. He understands what goes into their day-to-day decision making and tries to collaborate with them...he understands their needs.”

### **Final words**

“I’d like to send a message to the other players in the AIDC sector,” Turner closed. “To companies like **Motorola** and **Honeywell**, we’d welcome any partnerships you have in mind. We are smaller than some of our competitors and able to move more quickly when it comes to meeting the changing demands of the market. We are willing to customize our products and take reasonable chances when the rewards seem likely. Check us out.”

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