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CognitiveTPG Expands Sales Team with new Business Development Manager for On-Demand Security Printing and a Sales Support Representative

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CognitiveTPG, an established leader in the design and development of innovative print technology solutions, recently appointed Greg Wenchell as Business Development Manager for its On-Demand Security Printing Division.

“Greg’s broad experience and connections in the security and brand authentication space combined with his proven ability to penetrate new markets make him a great asset to CognitiveTPG’s latest initiative,” said Nigel Ball, Vice President of Sales and Marketing for CognitiveTPG.

Greg’s professional career includes sales and business development posts with companies like BrandWatch Technologies, Banknote Corporation, ArjoWiggins, and Xerox. He is also active in many professional organizations such as the DSA (Document Security Alliance) and NASPO (North American Security Products Organization).

“Joining the CognitiveTPG Security Team is an exciting challenge as we chart a path to penetrate new markets in security while moving the needle of the company’s existing technology base. Due to the nature of the security business our solution involves much more of a consultancy approach which allows CognitiveTPG to create from scratch, incorporate, add, or combine its solution with an existing security protocol. We have the scale and flexibility to work with new security programs or existing ones that need refinement,” said Greg Wenchell, CognitiveTPG’s new Business Development Manager for Security.

Growing its sales team, CognitiveTPG also adds Jerry Ely to its sales support staff based in Ithaca, NY. Jerry has extensive industry background in the Auto ID marketplace having spent several years supporting and servicing mobile computer and barcode imaging equipment in the medical, industrial, and point of sale environments for companies such as Handheld Products, formerly Welch Allyn, and AMS Retail Solutions.



CognitiveTPG’s Director Sales, Kevin O’Donnell commented, “We are fortunate to be able to find such a seasoned sales support person with strong technical skills and industry experience. Both Greg and Jerry are welcomed additions to our company.”

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.