

TRANSICON

TRANSICON APPOINTS NEW SALES MANAGER

29 March 2006 – Telford-based control systems specialist Transicon Ltd has strengthened its senior sales and marketing team with the appointment of Richard Cotsford as sales manager for the UK and Ireland.

With a track record of more than 20 years success in the drives, controls and electrical engineering sectors, Mr Cotsford takes up this new position with key responsibilities for developing sales of the company's control and automation solutions throughout the UK and Ireland.

“Richard's appointment reflects our continuing success in designing, installing and implementing control systems for customers in the manufacturing, utilities and process sectors,” says Transicon's managing director, Paul Blake. “We have consistently increased our sales and profitability during the past four years. This expansion of our sales force underlines continuing investment in the future. I am therefore delighted to welcome Richard to our team, as he has first hand experience of providing engineering solutions in several of the key industries we are targeting for additional growth.



“His knowledge and expertise will be invaluable in establishing him as a principal point of contact for many customers. Richard's appointment also allows us to capitalise on our core engineering and management strengths, to reinforce Transicon's position as a leading supplier of industrial drives, automation and control systems.”

About Richard Cotsford

Born in Aldershot, Surrey and educated in England and Germany, Richard Cotsford completed his electrical engineering apprenticeship with Thorn Automation in Rugeley, Staffordshire. He subsequently completed a degree in electrical engineering and spent four years at Thorn's Johannesburg operation before returning to the UK to take up a senior sales management position with the company. In 1989, he joined Telford-based Reliance Electric and four years later became business unit manager for Rockwell Drive Systems. In 1995, he was appointed product manager at drive equipment specialist ABB and joins Transicon after gaining extensive systems integration experience with another Shropshire-based control system supplier.

A chartered engineer and member of the Institution of Engineering and Technology, Richard Cotsford is married with three children and lives in Sutton Coldfield.