

NEWS RELEASE

For Immediate Release

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Coburn Technologies Introduces Michael Kelly as Digital Marketing and Trade Show Specialist

SOUTH WINDSOR, CT – Coburn Technologies, Inc. is pleased to welcome Michael Kelly to their marketing team as their new Digital Marketing and Trade Show Specialist. In this role, Kelly will develop and implement marketing campaigns and strategies to promote the Coburn Technologies, Inc. brand through the planning, logistics and support of all North American trade shows, as well as digital marketing efforts through various media platforms.

“Michael brings a wealth of experience promoting and organizing conferences, trade shows, product expos, and meetings across technology manufacturing, higher education, and retail industries, along with website development,” states Coburn’s President, Alex Incera. “His diverse experience in various industries brings dynamic skills and background to our marketing team; experience that will bring exciting new opportunity to Coburn.”

Kelly earned an Associate of Applied Science in Visual Communication & Graphic Design from Linn-Benton Community College in Albany, Oregon, and studied Digital Media & Design, Digital Marketing at the University of Connecticut (UConn), School of Fine Arts. He also completed a Full Stack Web Development Coding program in UConn’s School of Engineering.

He started his career at First Alternative Natural Foods Co-op as a Graphic Designer/Marketing Assistant, followed by NIRSA: Leaders in Collegiate Recreation as the Digital Services Coordinator/Website Manager. Most recently he was the Multimedia Designer/Global Corporate Marketing Specialist at Mirion Technologies, Inc., a global manufacturer of radiation detection, measurement, analysis, and monitoring solutions for nuclear, defense, medical and research end markets.

Through these roles, Kelly comes to Coburn with experience executing B2B and B2C trade show and expo events for industrial and medical brands, and he has managed the full cycle of many marketing and advertising campaigns for various industries. With Coburn being a frequent exhibitor at many US and global trade shows, Kelly will surely thrive within the organization and accommodate a seamless transition.

“It is my honor to join the team at Coburn Technologies. It is evident that there is a wealth of technical knowledge and industry experience within the organization,” Kelly said. “I am looking forward to helping promote the company’s efforts in producing innovative ophthalmic technology solutions for customers around the world. As I begin my role, it is my ambitious goal to learn as much as possible about the trade and industry, Coburn’s extensive product portfolio, and the customers and communities we support.”

Michael will be at the Coburn Technologies booth F2435 at Vision Expo East at the Jacob Javitz Convention Center in New York, New York from March 17-19. Coburn welcomes visitors to the booth to get acquainted.

Michael Kelly can be reached via email at Michael.Kelly@coburntechnologies.com, or by phone at 860-648-6623.

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About Coburn Technologies

Coburn Technologies, Inc. (www.CoburnTechnologies.com) is the world's leading provider of computer-integrated ophthalmic lens processing systems and ophthalmic instruments. We design, manufacture, and service software equipment and supplies used in all aspects of surfacing prescriptions in lens blanks, coating and finishing lenses to fit into patient frames. We provide a broad range of diagnostics, refraction and retinal imaging equipment for a more complete solution to the eye care professional. Coburn Technologies is American owned and globally headquartered in South Windsor, Connecticut USA.

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