

FOR IMMEDIATE RELEASE:

RAMPING UP RTV GROWTH TRAJECTORY:

SHIN-ETSU SILICONES EXPANDS RTV SALES TEAM TO CAPITALIZE ON ADVANCED TECHNOLOGY.

Akron, OH—May 2016

In response to the demand for innovative solutions for customers in growing RTV market segments, Shin-Etsu Silicones of America, Inc. (SESA: A U.S. subsidiary of Shin-Etsu Chemical Co. Ltd., Japan) recently announced the expansion of their RTV Sales Team with the hiring of new Thermal Interface Material Business Development Manager –Geoff Thyrum, and Regional Sales Manager–Jeff Edwards. Rounding out the new SESA RTV Team are the promotions of Chad Kobylanski as West Regional Manager, and Eric Henry as Inside Sales Manager. These additions will allow SESA to penetrate deeper into traditional silicone RTV industries and increase sales in the growing market for silicone TIM (Thermal Interface Materials).

According to Paul Alexander, SESA’s National Business Manager, RTV & TIM, “SESA has outstanding global technology and presence in thermal greases for TIM. This expansion will allow us to aggressively promote our complete thermal line in growth market segments including electronics, automotive, and LEDs.”

Geoff Thyrum: Thermal Interface Materials Business Development Manager



Having earned a Bachelor of Science degree in Mechanical Engineering from Rutgers University and a Master of Science degree in Environmental Engineering from the University of North Carolina, Geoff began his career as a mechanical engineer in heat sink technology before transitioning into sales. His ten plus years of professional experience in the Thermal Interface Materials industry includes prominent roles as Sales Director at GrafTech, Regional Sales Manager at Bergquist, and Market Development Manager at Thermacore.

Thyrum’s immediate focus will be to expand SESA’s broad silicone TIM product line in North America including products such as gap fillers, adhesives, soft pads, etc. Investments by Shin-Etsu, in the US and Japan, have been made to develop these products with a focus on education of their application advantages with converters, sales reps, and new/existing customers.

According to Thyrum, “As electronic devices shrink in size and expand in functionality, the requirements for thermal solutions are ever-increasing. Designers demand higher performance yet economical TIM products. Thermal management has become a high-profile issue in the electronics industry and Shin-Etsu’s silicone TIM products, such as gap fillers and soft pads, provide cost-effective solutions.”

Jeff Edwards: Regional Sales Manager-RTV Business

With a Bachelor of Arts in Agricultural Industries & Marketing from the University of Minnesota, coupled with significant coursework in Chemistry and Biochemistry, Jeff Edwards has built a successful career in Sales and Market Development—including his most recent position as Regional Sales Manager at Cabot Corporation.



Edwards will now utilize his 20 plus years of experience in the Coatings, Adhesives, Sealants, and Elastomers (CASE) industry to manage and grow Shin-Etsu's North American automotive electronics business. Edwards' pivotal goal will be to increase sales of SESA's RTV products by delivering technical solutions to OEMs and Tier suppliers.

According to Edwards, "As electronic devices become smaller, lighter, and more integral, protecting these components is more vital than ever. SESA's RTV lineup features a wide variety of physical and functional properties. Our customers can choose products that meet the demanding requirements of their specific application."

Chad Kobylanski: West Regional Manager-RTV Business



With a degree in Chemical Engineering from Youngstown State University, Chad Kobylanski was hired by Shin-Etsu Silicones in 2013 as an inside sales rep that featured a rotational training program encompassing quality control, R&D, and production. Approximately six months ago, Kobylanski was promoted and relocated to California's Silicon Valley area to head up SESA's RTV initiative in this vital chip-scale manufacturing region.

According to Kobylanski, "My goal is to grow TIM semi-conductor accounts in the region with a focus on LED die manufacturers. Through education and relationship building, we will expand our TIM product solutions for accounts in LEDs; notably encapsulants for die manufacturers."

Eric Henry: Inside Sales-RTV Business

With a Chemical Engineering degree from Ohio University, Eric Henry most recently worked as a contract chemist for Sherwin Williams Automotive Division. With a focus on Inside Sales of RTVs and silicone heat shrink tubing, Henry's role at SESA will also include providing comprehensive support for the RTV Team's outside sales managers.

According to Henry, "This is a great opportunity to build a niche RTV category while gaining a broad spectrum of knowledge on the complete line in providing technical support for the whole RTV team."





Conclusion:

Shin-Etsu Silicone's high-performance RTV silicone products can meet a wide variety of needs—offering outstanding high and low-temperature resistance, weather resistance, and electrical properties. The expansion of the RTV team will allow Shin-Etsu to educate key RTV & TIM market groups to their wide range of products that contribute to increased reliability of electronic and communications equipment.

For more detailed information, visit the Shin-Etsu Silicones web site at:
www.shinetsusilicones.com



CORPORATE PROFILE:

A U.S. subsidiary of Shin-Etsu Chemical Co. Ltd., Japan, Shin-Etsu Silicones of America Inc. offers vast technical and capital resources to formulate solutions as a major supplier of silicone materials to North America's medical, automotive, electronics, aerospace, cosmetics, and manufacturing industries. Shin-Etsu's premium silicone compounds incorporate leading-edge technology, staff expertise, and value-added service; offering customers the highest levels of quality and consistency in specialty silicone materials.

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