Rick Morse to Lead Laird’s Wireless Automation and Control Solutions Business

Laird

Appointment of Rick Morse as Senior Vice President and General Manager of its Wireless Automation and Control Solutions.

October 24, 2013 – Laird announced the appointment of Rick Morse as Senior Vice President and General Manager of its Wireless Automation and Control Solutions (WACS) Business, a unit of Laird’s Wireless Systems Division.

Laird’s Wireless Automation and Control Solutions have helped prevent serious injury while increasing efficiency and productivity by allowing machine operators to move to a safer, more efficient location. These products have been used by mining, railway, Electrical Overhead Traveling (EOT) crane, wind power and a variety of other material handling operators for over 65 years. Laird is one of the largest global manufacturers of industrial radio remote controls with over 7,000 customers and a total installed base of more than 150,000 wireless remote control systems globally.

As an important element in Laird’s strategy to grow into ever more advanced technology systems and services, Rick will oversee the continuing development of the WACS business into next generation systems that build upon and extend our current range of remote control and communications capabilities and solutions. Rick has over 25 years of experience in software and control systems and a master’s and bachelor’s degree in mechanical engineering from the University of Michigan.

Rick’s appointment to Laird’s leadership team will help Laird continue to grow, develop and deliver their commitment of providing technological innovation, reliable fulfillment and speed, critical in ensuring the role of Laird as a leader and trusted partner in the industry.

For more information, visit www.lairdtech.com [1]

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