



For Immediate Release

## **Azima DLI Appoints Ron Sullivan as Director of International Sales**

*Sullivan to Drive New Sales Opportunities for Condition Monitoring Services  
in Australia, Latin America and New Zealand*

**WOBURN, Mass. – March 25, 2009** – Global condition monitoring services company [Azima DLI](#) today announced the appointment of Ron Sullivan as the company's new director of international sales. Sullivan brings more than 25 years of industrial engineering and sales experience to this role where he will work closely with Azima DLI customers and distributors to take advantage of emerging growth opportunities for machine condition monitoring services in Australia, Central America, New Zealand and South America.

Sullivan joins Azima DLI from Wilcoxon Research, a leading supplier of quality vibration sensors and sensor networks, where he served as the North American sales manager. While at Wilcoxon, he was responsible for managing a team of independent sale representatives, supporting key OEM accounts, and contributing to marketing and sales operations. Sullivan also brings relevant experience in leading predictive maintenance consulting programs, including vibration analysis, field balancing and laser alignment services, in the manufacturing and defense industries.

"Ron has a deep industrial engineering background that enables him to quickly identify and understand customers' machinery uptime requirements, along with a strong track record of driving sales opportunities in new global markets," said Jonathan Hakim, president, Azima DLI. "Latin America is a promising condition monitoring technology market and Ron is just the person to help us develop new relationships with distributors that can benefit from our WATCHMAN Reliability Services offerings."

Previously, Sullivan worked as regional manager – Latin America for Commtest, Inc. where he successfully recruited and supported local distributors and led significant sales growth for the company. Sullivan previously served as president of VibrAlign, Inc. where he moved up through the ranks after beginning his career with the company as a field service manager. Sullivan also spent 13 years with Carrier Corporation.

### **About Azima DLI**

[Azima DLI](#) is the only global condition monitoring services company exclusively focused on delivering accurate and timely equipment diagnostics to industrial plants, transportation organizations and the military. Azima DLI's expert analysts, advanced software and flexible, Web-based delivery model provide customers with the information they need for insightful decision making that lowers maintenance costs and improves industrial reliability. Azima DLI's [WATCHMAN™ Reliability Services](#) combine industry best practices with advanced technology to support sustainable, ROI-driven programs that improve equipment uptime and performance. Azima DLI is

headquartered in Woburn, Massachusetts with offices across the U.S. and international representation in Asia-Pacific, Central America, Europe and South America. For more information, call 1-800-482-2290 or visit <http://www.azimadli.com>.

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