



October 26, 2020

Ronkonkoma, New York – Lab Crafters is delighted to announce that Karen Miller has joined as their Director of Marketing starting October 26th. Miller will be leading the expansion of Lab Crafters’ marketing efforts to provide a stronger presence across the United States – her efforts will include branding, communications, marketing, sales enablement and support. She will be working under Scott Hegemann, VP of Sales to collaborate with the sales team to meet the company’s goals.

“We are thrilled to add a talented and experienced marketing professional to our growing company. The experience and capabilities Karen Miller will bring to Lab Crafters will enable us to create tools and marketing campaigns to differentiate our capabilities for our customers and business partners” said Scott Hegemann VP of Sales. “We look forward to sharing tools and information to improve lab spaces in all the industries we support.”

Karen Miller adds, “I couldn’t be more thrilled to join Lab Crafters. What excited me the most about this opportunity was the great growth potential that lies ahead of the company. It is such an honor to be marketing a business that supports significant work and developments in the pharmaceutical and biotech research space, as we’ve all seen their importance so vividly demonstrated in 2020. When you add the fact that Lab Crafters’ products are made in the USA, the decision to join Lab Crafters was straightforward in that I knew it would give me great pride.

Miller is a seasoned marketing professional with over 25 years of marketing experience with companies of all sizes. Prior to joining Lab Crafters, Miller held a senior marketing manager role at Canon USA in Melville, NY where she worked on a multitude of integrated marketing projects for the consumer division of the company for 17 years. Karen holds a Bachelors degree in Business Administration with a concentration in Marketing from Villanova University in Villanova, PA.

About Lab Crafters: Innovation drives everything we do for our customers. We improve the performance of laboratories by offering high quality fume hoods, lab casework, lab furniture and accessories while delivering best in class project execution. Our direct employees work with planners, the construction industry and owners to create a highly effective design and installation process. Tailoring the right product solution for the needs of the users enables laboratory staff and students to have a lab that works for them. Our highly adaptable solutions ensure your laboratory solves the needs for today, while allowing for quick and cost-effective adaptability to keep up with the ever-changing needs of the future. Let Lab Crafters help you create the lab of the future for your organization. Please visit us at www.lab-crafters.com to see our extensive furnishing solutions.

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