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Note to editors: Link to high res photo and picture caption follow news release text.

Beckhoff USA Appoints Hank Lee West Region District Manager

Experienced with PC Control and the Silicon Valley market, Lee will grow sales development with high-tech customers across industries

SAVAGE, Minnesota, July 9, 2020 – Beckhoff Automation USA recently hired Hank Lee as West Region District Manager. Based at the company's Silicon Valley Technical Center in San Jose, California, he will oversee operations and sales development in the high-tech center and throughout the Northwest U.S. To accelerate market share gains for Beckhoff, Lee will work directly with strategic accounts as well as with the experienced local sales and applications engineering team. He reports to Joe Martin, West Region Manager.

No stranger to PC-based automation, Lee spent the past 15 years with ADLINK Technology, a manufacturer of embedded computing systems and test & measurement equipment, at its Silicon Valley location where he focused on numerous industries. He achieved significant successes in many positions with the company, starting as Field Sales Application Engineer and most recently holding the title of Director of Sales – West. Previously, Lee worked for Lanner Electronics as National Distribution Sales Manager.

“Hank is an excellent addition to the Beckhoff USA team and the right person to help lead our efforts in the region. With his vast experience in automation technology and Silicon Valley, he possesses the right skills and knowledge to

drive further expansion in this area,” said Joe Martin, West Region Manager at Beckhoff Automation LLC. “We are excited to welcome Hank and to see how he grows market share and increases adoption of Beckhoff technologies with high-tech companies in the area.”

Lee earned a Bachelor of Science in Mathematics from the University of California, Los Angeles.

[Beckhoff USA](#)

Link to high res photo:

https://download.beckhoff.com/download/press/2020/NorthAmerica/Hank_Lee_Beckhoff_Automation_LLC.zip

Press picture:



Picture caption:

Hank Lee, West Region District Manager for Beckhoff Automation LLC.

Beckhoff Automation is a provider of advanced and open automation solutions based upon proven technologies for customers to implement high performance control systems faster and at a lower overall cost than traditional PLC and motion control systems. Beckhoff's "New Automation Technology" product range includes PC-based control, Industrial PCs, automation controllers, operator interfaces, I/O, servo drives and motors. With representation in more than 60 countries, Beckhoff is well-positioned to provide global sales and service to its customers. Beckhoff sales and service are handled directly, with no intermediaries involved for exceptional customer service and consultation.

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Please send questions regarding “Beckhoff USA West Region District Manager Hank Lee” to:

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