

Hitachi Cable America Inc. (HCA), a leading manufacturer of copper and fiber optic communication cables as well as medical cable and tubing solutions is pleased to appoint Rayne DuPaul as Director of Marketing effective January 10, 2022. In this role she will support both the Performance Cable Systems & High-Performance Medical Solutions divisions.

Rayne comes to Hitachi with over 10 years of marketing and product marketing experience from different industry leading companies. Most recently, she came to us from the aftermarket automotive industry where she led the design team and oversaw brand partnerships and marketing strategy for the in-store and omni-channel customer experience. Previous work includes serving as Marketing Manager of Fishman Transducers, a Massachusetts based manufacturer of acoustic and electric amplification products where she focused her efforts on tradeshow, content creation and launching a mobile friendly website.

Rayne will be reporting to Tom Artinian, COO Hitachi Cable America and will be responsible for leading marketing strategy, improving customer engagement plans and growing the opportunity pipeline.

"It's an exciting time to be joining the leadership team with Hitachi Cable America and I look forward to making a difference and taking Hitachi's digital efforts to the next level," DuPaul said.

"We are thrilled to have Rayne join our team and bring a fresh outlook to our evolving marketing efforts. Her proven experience will help our organization expand our marketing efforts as we continue meet the evolving customer demands," Artinian Said.

### **About Hitachi Cable America Inc. (HCA)**

A leading wire and cable manufacturer since 1986, Hitachi Cable America designs and produces a broad range of advanced copper and fiber optic-based communication cable for clients in aerospace, medical, supercomputing, high-speed data, oil & gas exploration and the 5G wireless revolution.