



## **PRESS RELEASE**

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**For Immediate Release**

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### **CMTC Adds New Position to Stimulate Manufacturing Growth**

**TORRANCE, CA** – [California Manufacturing Technology Consulting](http://www.cmtc.com)<sup>®</sup> (CMTC) has added innovation and growth to their consultant capabilities. Dr. Virginia Green will lead the CMTC innovation and growth practice to strengthen the ability of manufacturers in Southern California to achieve profitable growth through the development of new products and entering new markets.

“Adding this expertise to our capabilities addresses a vital manufacturing requirement to expand sales, become more profitable and compete in the global marketplace,” said Jim Watson, President and CEO of CMTC. He continued to say, “Using the Innovation Engineering Management System, our innovation teams, lead by Dr. Green, will use a proven growth process to expand business opportunities for manufacturers”.

Dr. Green brings more than 20 years of leadership experience running businesses, building global brands and bringing innovative thinking to growth-oriented companies. An accomplished corporate CEO strategist, her vision and expertise has driven business expansion in the retail, manufacturing, and general consumer goods sectors. Her achievements have been featured in New York Stern Business columns, as well as other business media.

Dr. Green’s exceptional record of accomplishing business growth is based on her philosophy of engaging the entire organization in change and innovation. She is known for her ability to prepare a company for growth and to facilitate the identification of growth opportunities. To foster a culture of innovation, she is able to diagnose sales impediments by working with companies to refine their organizational structure, employee development, product line designs, sourcing, sales channels, and market position.

For more information, visit [www.cmtc.com](http://www.cmtc.com) or follow us [on LinkedIn](#), [Facebook](#) and [Twitter](#). Subscribe to our manufacturing network blog at <http://www.cmtc.com/blog>

**ABOUT CMTC** A private, nonprofit corporation established in 1992, CMTC is the Southern California affiliate of NIST MEP, under the Federal Hollings Manufacturing Extension Partnership (MEP) program, a network of more than 60 centers across the Country that provides assistance to small, medium and large manufacturers. CMTC serves Fresno to San Diego/Imperial County.

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