



Media Release

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FOR IMMEDIATE RELEASE

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TROXELL COMMUNICATIONS NAMES RAIGAN IRWIN-MCCABE VICE PRESIDENT - MARKETING

*In This Newly Created Position, Irwin-McCabe Will be Responsible
for Troxell's Internal and External Marketing Communications Efforts*

Phoenix, Ariz., June 15, 2016 – Troxell Communications (www.trox.com), a leader in educational technology products and application services for more than 60 years, is proud to announce it has named Raigan Irwin-McCabe to the newly created position of vice president – marketing, effective immediately. Irwin-McCabe will be responsible for managing Troxell's internal and external marketing communications efforts.

“Raigan brings with her an abundance of experience in marketing management and team leadership,” said Mike Ruprich, Troxell CEO. “At a time where we are expanding, including outgrowing our original headquarters and moving into our current 27,000 sq. ft. facility last year, we needed to have someone in place to take the reign of our new marketing initiatives. Raigan is the ideal person to work with our internal department personnel, our market-leading manufacturing partners, our customers, and our contractors. We are excited to have Raigan on the Troxell team.”

Irwin-McCabe, who holds an MBA in International Marketing Management and Finance from Thunderbird School of Global Management, came to Troxell from On Q Financial where she was marketing director.

“It is an exciting time at Troxell, and when a company grows, its communications, both internal and external, become increasingly important,” explained Irwin-McCabe. “Troxell has a great team. Being able to utilize the marketing capabilities that we already have in place as well as work alongside and with our partners’ marketing departments will allow us to increase our market share in the industry. I look forward to helping Troxell expand its reach well into the future.”

For more than six decades, Troxell has been a school's best partner to ensure the highest quality solutions at the most competitive pricing backed by the industry's best added value services including installation/integration and professional development. Troxell's 1:1

(more)

Learning Suite has the full 1:1 solution at the right price, for every element of mobile learning. As a district innovates with mobile learning, Troxell can be an invaluable partner because its full 1:1 product offering coupled with Troxell's more than 65 field sales account managers nationwide provides them with outstanding K12 experience, trust, and low pricing.

For more information, visit www.trox.com or call 800-352-7912.

About Troxell Communications

For more than 60 years, Phoenix, Ariz.-based Troxell Communications has been a school's best partner to ensure the highest quality solutions at the most competitive pricing. Backed by the industry's best added value services including installation/integration and professional development, we accelerate the way people learn through the application and use of technology. We not only suggest and provide the necessary audio-visual equipment to achieve your specific goals, but we back up our products with support services to ensure that the technology and training is successful.

Our focus is on making technology work for you. Such integration makes learning more interactive, memorable, and engaging for both instructor and students.

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