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Lenze Presents at CFE Media's Marketing to Engineers® Event

Deb Kling and Nicole Rounds of Lenze Americas will present on the topic of marketing automation

UXBRIDGE, MA, APRIL 5, 2019 – Lenze Americas, a global leader and manufacturer of electrical and mechanical drives, motion control and automation technologies, will be represented by members of its marketing team as they present at [CFE Media's Annual Marketing to Engineers® event](#) on Monday, April 8 in Chicago, Illinois.

The one-day event brings together marketers in the engineering industry to learn new marketing skills that will help them reach their target engineering audiences more effectively.

Deb Kling, director of commercial marketing, and Nicole Rounds, marketing specialist, are presenting a session titled, "Implementing a Marketing Automation Platform – A Real World Example" where attendees will hear about Lenze Americas' journey in developing their objectives, handling their challenges, and measuring the success of their campaigns.

"Engineers are a unique audience and, as a marketing professional, you have to know the best methods to use in order to reach them and get them to engage with your brand," said Kling. "We're looking forward to sharing our marketing automation experience with other industry professionals and offering them insight as to how they can effectively add this into their portfolio of marketing tools."

About Lenze Americas

Lenze is a global manufacturer of electrical and mechanical drives, motion control and automation technology. As a global specialist in Motion Centric Automation, we offer our customers products, drive solutions, complete automation systems, engineering services and tools from a single source. We are a leading provider of automation solutions to industries including: consumer packaged goods, converting and printing, automotive, material handling and logistics, robotics, and commercial pumps/fans. With a global network of engineers, sales representatives, and manufacturing facilities, Lenze is well-positioned to meet the motion control needs of customers worldwide. Lenze Americas, the American subsidiary of Lenze SE of Germany, is headquartered in Uxbridge, Massachusetts, with an assembly and logistics center in Glendale Heights, Illinois. Corporate global headquarters are in Hamelin, Germany. Visit www.Lenze.com and follow us on [Twitter](#), [LinkedIn](#) and [YouTube](#) for more information.

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