

## TECH B2B Marketing Expands Account Team With Technology Expert Aaron Hand

**Jacksonville, Fla., July 29, 2024** — [TECH B2B Marketing](#), a full-service digital marketing, public relations, and business consultancy serving automation, manufacturing, and related technical industries, is pleased to announce the addition of [Aaron Hand](#) to the team as an account executive. Hand has more than 30 years of experience as an editor and content creator for B2B publications, covering a wide range of technologies including [semiconductor manufacturing](#), [discrete and process automation](#), [lasers and optics](#), and packaging equipment. He most recently served as editor-in-chief of *ProFood World* magazine.

“We are very happy to add Aaron to the team to help expand our industry expertise,” said Winn Hardin, founder and managing director of TECH B2B Marketing. “Aaron has spent his career explaining complex technologies to potential users. He has a solid grounding in several industries and will be a great asset to the team and the clients we serve.”

Hand began his professional career in Hong Kong, providing updates to Western readers about the latest electronic component technologies coming out of Asia. He’s been covering technology ever since, making his way from lasers and optics for *Photonics Spectra* into lithography for *Semiconductor International* on through to various types of machine and process automation. At *ProFood World*, Hand used his background from other industries to help food and beverage manufacturers understand the benefits of automation and digitalization of their operations. At PMMI Media Group, he also wrote for sister publications *Packaging World*, *Healthcare Packaging*, *Automation World*, and *OEM*.

“Regardless of what technology I was tackling, my goal has always been to help technology suppliers make a connection with end users and in turn help manufacturers better understand the technologies that will optimize their operations,” Hand said. “At TECH B2B Marketing, I’m excited to work with a team passionate about helping companies get their tools into the hands of the people who need them most.”

Hand has a BA in journalism from Indiana University and an MS in journalism from the University of Illinois.

He can be reached at [aaron@techb2b.com](mailto:aaron@techb2b.com) or through [TECHB2B.com](https://TECHB2B.com).

### About TECH B2B Marketing

TECH B2B Marketing is a full-service content development, digital marketing, and business consultancy agency that helps technology companies improve lead generation, conversion



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rates, and brand awareness. TECH B2B serves dozens of companies in manufacturing-related markets, from SMEs to Fortune 100s. Learn more at [TECHB2B.com](https://TECHB2B.com) or call [800-796-3081](tel:800-796-3081).

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