



Issued on behalf of and with the approval of Analox Sensor Technology Ltd

PROFILE

MICHELLE MORLEY

MARKETING MANAGER – ANALOX SENSOR TECHNOLOGY

Contact: Emma Hignett on 07968 409803

Michelle Morley is Marketing Manager for Analox Sensor Technology. She is responsible for delivering worldwide marketing strategies for the niche sectors which Analox serves, using a mix of traditional marketing methods alongside online campaigns and social networking.

Analox Sensor Technology, based in Stokesley, North Yorkshire, provides an end to end service in gas analysis. It designs and manufactures gas analysers for use in a number of niche sectors including the military, commercial and sports diving, industrial, and hospitality venues.

Michelle joined Analox's sales team in November 1999, having previously worked as an advertising executive for Collectors Gazette. She was promoted to Sales Office and Marketing Manager in 2003, and when the company divided its sales force into two distinct targeted divisions (military and commercial) in 2009, Michelle opted to focus her efforts on marketing, taking her current role.

She completed her degree in marketing at Teesside University in 1998 and has been a member of the CIM since 2000. Michelle specialises in marketing manufacturing and technology businesses, and in targeting niche market sectors. She has developed comprehensive B2B and B2C strategies for Analox,

enhanced by expanding Analox's online presence. As well as evolving the Analox website into an industry information portal, Michelle has increased the company's online presence through blogs, forums, and a range of targeted social networking with the participation of staff from throughout the company.

Between 2006 and 2009, Analox recorded growth in its turnover of 102%. It won a Best Business Award 2009, and is a finalist for the Santander Small to Medium Sized Business Award at the National Business Awards UK 2010.

Michelle, who lives in Nunthorpe, is an avid shoe collector and enjoys salsa dancing to keep fit.

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