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Rockwell Automation

Rockwell Automation Appoints New Regional Marketing Director for Asia Pacific

John Watts to lead Rockwell Automation's regional marketing strategy

SINGAPORE – 17 October 2013 – [Rockwell Automation](#), the world's largest company dedicated to industrial automation and information, announced that John Watts has been appointed as its new Regional Marketing Director, Asia Pacific. Based in Singapore, Watts is responsible for all regional marketing functions, including commercial marketing, commercial engineering, product business management, as well as sales operations and sales competency. In his new role, Watts will report to Tom O'Reilly, President, Rockwell Automation, Asia Pacific, and will align with the broader marketing organisation led by Ninveh Neuman, Vice President, Global Commercial Marketing, Rockwell Automation.

"I am delighted that John is joining our regional leadership team. With his strong business, sales and marketing experience across Asia Pacific, he has demonstrated great management skills.

Undoubtedly, John is a great fit to lead our regional marketing team and advance our business through executing our growth and performance strategy," said O'Reilly.

Watts has 18 years of experience in automation and process control. He relocated from Melbourne, Australia to Singapore when he joined Rockwell Automation in 2006 as Business Manager, Process Solutions, Asia Pacific. Prior to his new role, Watts was Director, Integrated Architecture, Rockwell Automation, Singapore.

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“I am excited to lead the Rockwell Automation Asia Pacific marketing team. This is a great company to work for, and because we specialise in industrial automation and information, we can really focus on helping our customers address their business challenges with smart, productive and secure solutions.” said Watts. “I have been in Asia-Pacific roles for the last seven years; since it is such a dynamic region, I am glad to have this opportunity to continue working here and further building our business.” Watts replaces Steven Goh, who has taken a global leadership role within Rockwell Automation’s Architecture and Software business, and will continue to be based in Singapore.

About Rockwell Automation

Rockwell Automation, Inc. (NYSE: ROK), the world’s largest company dedicated to industrial automation and information, makes its customers more productive and the world more sustainable. Headquartered in Milwaukee, Wisconsin, Rockwell Automation employs about 22,000 people serving customers in more than 80 countries.

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Media contact:

Joy Francisco
Asia-Pacific Connections for Rockwell Automation
joy@apconnections.com
+65 6334 9045

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