



ThoughtFocus Names Enterprise Sales Executive Joel Kroon as Sales Engineer for the Aerospace Business Unit

Leading the sales of systems software, IoT implementations, and process improvement services to Aerospace and Defense enterprises around the globe

Irvine, CA – May 15, 2017 – [ThoughtFocus](#), a leading consulting, engineering, and business process management firm serving the [aviation and aerospace industry](#), has named Joel Kroon Sales Engineer for the company's Aerospace business unit. In his new position, Kroon will help spearhead ThoughtFocus' Aerospace & Defense sales effort among airframe manufacturers, airlines, OEMs, and Maintenance Repair Organizations around the globe.

Before joining ThoughtFocus, Joel served five years with the Perceptive Software division of Lexmark, Inc., where he was responsible for Enterprise Content Management and Intelligent Data Capture sales, including mobile, business intelligence (analytics, dashboards, reporting), and core portfolio products. Prior, Joel worked with SAP America – a company with which ThoughtFocus has established close ties – in the role of Senior Solutions Engineer, where he was recognized for sales innovations and customer management skills.

"It gives me great pleasure to welcome Joel Kroon to the ThoughtFocus – Aerospace team as a Sales Engineer. His extensive Aerospace & Defense industry experience and diverse knowledge of enterprise software, IoT implementations, and process improvement will prove invaluable in helping our clients overcome manufacturing challenges," noted [David Deal, General Manager](#) of the ThoughtFocus-Aerospace business unit. "Joel's ability to find solutions to client problems and forge strong relationships with his customers will serve us well as we expand our business."

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About ThoughtFocus

[ThoughtFocus](#) is a privately held technology consulting and services company serving middle market to large enterprise clients in Manufacturing, Financial Services, Higher Education, and Aerospace. Clients look to ThoughtFocus for innovation in product/application engineering, [SAP Implementations](#), knowledge process outsourcing, and [digital transformation](#). The company has over 1,300 employees globally and is one of the fastest growing technology companies. ThoughtFocus is a technology partner and portfolio investment company of Blackstone, a leading private equity firm.

For more information, please visit www.thoughtfocus.com.

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