



## **FOR IMMEDIATE RELEASE**

Contact: Lore Potoker  
8500 Cinder Bed Road, Suite 100  
Newington, VA 22122  
marketing@commeng.com  
Phone: 703-550-5800  
Fax: 703-550-5180



## **News: Lore Potoker Joins Communications Engineering Inc. (CEI)**

### **Lore Pierson Potoker Joins Communications Engineering Inc. (CEI) As Marketing Manager**

*Manufacturing, Sales and Print Media Veteran Adds 18 years of Marketing  
Experience to CEI's Growing Portfolio of Media Services*

**Newington, VA – April 7, 2011–** [Communications Engineering, Inc. \(CEI\)](#) an award-winning multi-media consulting, design and integration company, continues to expand and hire new employees to enhance its growing portfolio of broadcast, audio visual and multi-media services. CEI announces the hiring of Lore Potoker as a Marketing Manager.

Ms. Potoker brings a variety of strengths to the position, including extensive management of websites, online and traditional media, SEO/SEM, social media, direct and email marketing, creative design and print, vendor relations, PR plus development of marketing materials and logistics for trade shows. Prior to joining CEI, Potoker was responsible for marketing communications and business development at HunterLab, a manufacturer of color measurement instrumentation and software. Potoker also served as marketing manager for Dedicated Micros, the world's leading manufacturer of CCTV solutions.

"We are delighted to welcome Lore to CEI," said [Phil Whitebloom](#), Vice President of Sales and Marketing. "She comes to us with a great deal of experience in channels that present unique challenges in sales and marketing. Our growing company will benefit tremendously from her past experiences and insight," concluded Mr. Whitebloom.

[Lawrence Brody](#), President and CEO of the company said, "CEI is a dynamic, progressive company. We wanted a marketing manager who not only fit our energetic culture, but could also help us achieve our next level of success. We are so pleased that Lore has joined our team. Her experience is exactly what we were looking for." "We have great opportunities before us," said [John Wesley Nash](#), Exec. VP and COO for CEI. "Our positive culture helps us successfully seize these opportunities. Lore fits neatly into this winning culture and we are thrilled she is here."

"This is an exciting opportunity to join a team of highly experienced industry professionals and to meld my prior experience with the CEI's innovative growing portfolio of broadcast, audio visual and multi-media IT services." said Ms. Potoker "I have heard high praises of CEI's broadcast

system integration in the industry and look forward to working with various high quality managers to develop marketing initiatives that will grow CEI's businesses" concluded Ms. Potoker.

**About Communications Engineering, Inc.**

Headquartered just south of Washington, D.C. in Newington, VA, CEI is a global, premier full-service, system consulting, design and implementation company focused on the television broadcast, audio visual and multi-media industries. The company also offers complete equipment service, support and training, and supplies products and services to a wide range of large, medium and small commercial clients as well as non-profit and government agencies.

For more information: [www.commeng.com](http://www.commeng.com) or email: [marketing@commeng.com](mailto:marketing@commeng.com)

**Photo: Lore Potoker Joins Communications Engineering, Inc.**

