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#### FOR IMMEDIATE RELEASE

### MW Associates Clients to Discuss Women in Electronics on WNIE Panel at APEX 2025

**NAPLES, FL — March 2025** — MW Associates, a global all-electronics marketing and electronics assembly consultancy agency, announces that its clients, Absolute EMS, Latham Industries, and RBB, will be featured panelists at the upcoming IPC APEX EXPO, participating in a Women in Electronics panel sponsored and hosted by What's New In Electronics (WNIE). Focusing on women's leadership in electronics manufacturing, the panel "Breaking Barriers & Building Success: Women Leading the Way in Electronics Manufacturing," will take place on Wednesday, March 19, at 1:30 p.m. at WNIE Booth 1602. This engaging discussion will spotlight female executives who are redefining leadership in a traditionally male-dominated industry.

The panel will feature:

- Jayne Carthy, Vice President, Sales & Marketing, Absolute EMS
- Tracey Latham, Founder & CEO, Latham Industries
- Carrie Guenther, Sales & Marketing Manager, RBB



These accomplished leaders will share their experiences in navigating industry challenges, driving business growth, fostering workplace inclusivity, and mentoring the next generation of women in manufacturing. Attendees will gain key insights into leadership strategies, industry trends, and the evolving role of women in shaping the future of electronics manufacturing.

"We are thrilled to see our clients take center stage at this important event," said Megan Wendling, President of MW Associates. "Their leadership and contributions to the industry exemplify the progress and impact that women are making in electronics manufacturing."

**MW Associates • Naples, FL 34110 • 239-530-8790**

The IPC APEX EXPO is the premier event for the electronics manufacturing industry, bringing together industry leaders, innovators, and professionals for networking, education, and collaboration. MW Associates encourages all attendees to join this empowering discussion and support the advancement of women in electronics.

For additional details or questions about MW Associates, contact Megan Wendling, President, at 239-530-8790 or [mwendling@meganwendling.com](mailto:mwendling@meganwendling.com).

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