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FOR IMMEDIATE RELEASE

MW Associates Celebrates 20 Years of Loyalty, Leadership & Heart: Kristy Jackson Marks a Major Milestone

NAPLES, FL — March 2025 — MW Associates, a global all-electronics marketing and electronics assembly consultancy agency, is proud to celebrate the 20-year work anniversary of Kristy Jackson, MBA, a cornerstone of the agency whose unwavering loyalty, passion for people, and fierce dedication have left an indelible mark on the company and the clients we serve.

Since joining MW Associates in 2005, Kristy has been more than a marketing leader – she’s been the heartbeat of the team. Whether rallying around coworkers or championing clients’ brands, Kristy brings warmth, wisdom, and a “ride-or-die” spirit that fosters genuine, lasting relationships. Her strength lies not just in strategy, but in the way she makes everyone around her feel seen, supported, and inspired.

“Kristy isn’t just an employee – she’s family. I’ve known her since she was little, and for two decades, she’s been the heartbeat of MW Associates, bringing unmatched passion, loyalty, and care to everything she does. Her relationships with our clients run deep because she genuinely loves helping people – and they feel that. She’s the kind of person who shows up for you no matter what, and I’m endlessly grateful to have her on our team. We would not be who we are today without her,” commented Megan Wendling, President of MW Associates.



“Kristy is a rockstar. When AAT hired MW Associates, we gained a marketing partner that we had been lacking for years. When I met Kristy, I was impressed by her knowledge, determination, and professionalism. Her loyalty, her hustle, and her heart set her apart. Not only have I gained an industry marketing partner, but also a friend for life,” commented Todd Rountree, CEO of Austin American Technology.

“She goes the extra mile for everyone – and then some,” added Bert Horner, President of The Test Connection Inc. “Kristy has the rare gift of making you feel like you’re her only client, even when she’s managing ten things at once.”

Tom Forsythe of KYZEN praised her professionalism and impact: “There are very few people in our industry who combine experience, empathy, and effectiveness the way Kristy does. She’s simply one of the best.”

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And from Gary Walker, President of JAVAD EMS: “Kristy Jackson is the kind of person you want in your corner – steady, smart, and all heart. Her care for her clients and colleagues goes beyond marketing; it’s personal, and it’s powerful.”

Wendling reflected, “Kristy’s been by my side through every stage of our company’s growth. Her loyalty and love for the people we work with are unmatched. She’s not just part of MW Associates – she is MW Associates.”

As MW Associates celebrates this milestone, we do so with immense pride and gratitude for Kristy’s 20 years of service, friendship, and fierce dedication. Here’s to two decades of brilliance – and to many more.

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About MW Associates:

MW Associates is the premier marketing and PR firm for the global electronics manufacturing industry. With a special focus on B2B marketing and over four decades of experience, the firm has the expertise and connections necessary to transform companies into leading brands. MW Associates is a women-owned and operated business committed to delivering exceptional results for its clients.