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## **FOR IMMEDIATE RELEASE**

### **SensAble Technologies Appoints New Executives to Accelerate Growth in Digital Dental, Haptics, and 3D Modeling Business Lines**

*Ronald L. Greene, New VP of Sales & Marketing, Brings Wealth of Startup and Big-Company Expertise; Thomas McGurren Spearheads X-treme Customer Support*

**WOBURN, MA September 1, 2010** – [SensAble Technologies Inc.](#), provider of [3D modeling solutions](#), haptic devices and dental restoration design and fabrication solutions, announced that it has added two seasoned executives to its [management team](#) to significantly accelerate the company's presence in the dental lab market and to drive the growth of its core businesses. Ronald L. Greene, Vice President of Sales and Marketing, brings extensive management and medical device experience at startups and large companies alike. Thomas McGurren, Vice President of Customer Service, has led services groups at several high-tech companies, and understands the value of providing unparalleled support to customers.

"We are well on our way to doubling the number of SensAble employees by year end. Opportunities to improve the way people work are expanding rapidly, as customers across many industries realize the added efficiency they can gain by using their sense of touch in 3D modeling and simulation applications," said Curt Rawley, Chairman and CEO of SensAble. He added, "I am confident that Ron and Tom will capitalize on the momentum we have already established, and deliver even more impressive results."

SensAble's products include PHANTOM® [haptic devices](#), which provide force feedback – allowing users to actually feel and manipulate virtual objects displayed in a computer application; [FreeForm® 3D modeling software](#), which works in conjunction with a haptic device to enable product designers, sculptors, medical and dental professionals to [design more creatively and intuitively](#); and an integrated [SensAble™ Dental Lab System](#) used to design and fabricate dental restorations faster and more accurately. SensAble customers span a wide range of industries and include the world's largest toy and footwear manufacturers, the nation's largest dental lab, the most prestigious research organizations and teaching hospitals worldwide, as well as world-class sculptors at institutions like the United States Mint, and those in Canada and Japan.

"I'm excited to be joining SensAble, a company with great products and a genuine commitment to meeting its customers' needs," said Ron Greene, Vice President, Sales and Marketing. "I'm especially excited about the dental opportunity worldwide, because SensAble is transforming a very manual and underserved market with innovative digital solutions. In a challenging economy, businesses need every possible advantage – and our products are providing a great return on investment for dental labs. I look forward to helping SensAble scale its business and

garner success in what is a \$3 billion worldwide market for dental restoration equipment and supplies."

"We succeed as our customers succeed, which is why I'm so delighted to join a company like SensAble where support is more than a platitude," said Tom McGurren, Vice President of Customer Service. "SensAble's one-call, fast, reliable, X-treme customer support is just another way the company embodies its commitment – and it is my privilege to deliver and expand upon the service offerings that will help our customers prosper."

"I am extremely pleased to be a part of a company that is so focused on delivering such high-end customer service."

### **About Ron Greene, Vice President of Sales and Marketing**

Ron Greene has over 25 years of broad experience in sales, marketing, business development and senior level leadership in medical device companies both large and small. He joins SensAble after serving as the CEO at medical device startups including Barnev, Inc., and OmniMedics, Inc. He also served as executive vice-president of global sales and marketing at Axya Medical, Inc., a maker of a minimally invasive tissue approximation and fixation solution where he grew revenue from \$0 to over \$10 million in three years. Prior to running startups, Ron spent over 10 years as a senior executive and marketing leader at C.R. Bard, Inc., a \$2.5 billion multinational maker of vascular, urology, oncology and surgical specialty products where, as president of its endoscopic technologies division, he was accountable for \$100 million in worldwide sales and delivered a 25% net income increase in one year alone. Prior to those firms, he led sales and marketing at medical device firms Richard-Allen Medical Industries and Boehringer Mannheim Corp. Ron holds a BS from Boston College's Carroll School of Management.

### **About Tom McGurren, Vice President of Customer Services**

Tom has over 30 years experience in the technology sector, all of it in customer service, including building organizations and systems from the ground up, as well as managing large and diverse customer support teams. Prior to joining SensAble, he spent 14 years with Avid Technology, most recently as the director of mission critical services to the broadcast industry. Before Avid, Tom worked for Hewlett Packard where he ran a large organization as the escalation manager for the Americas. Tom has a BS in business administration from Franklin Pierce University.

### **About SensAble Technologies**

Founded in 1993, SensAble Technologies is the leading developer of 3D touch-enabled (force feedback) solutions and technology that allow users to not only see and hear an on-screen computer application, but to actually "feel" it. With 41 patents granted and over 8,000 systems installed worldwide, SensAble Technologies' haptic technology is being used in applications ranging from designing toys and footwear, to surgical simulation and stroke rehabilitation, to dental restorations, as well as a range of research and robotic applications. The company markets its own 3D modeling solutions as well as its haptic devices and developer toolkits to medical, dental, design, and manufacturing companies; educational and research institutions; and

OEMs. SensAble products are available through direct and reseller channels worldwide.  
[www.sensable.com](http://www.sensable.com).

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