



FOR IMMEDIATE RELEASE

GCX Corporation adds Lieb as Sales Manager for eastern Texas, Oklahoma, Kansas, Missouri

PETALUMA, Calif. (Feb. 17, 2012) – GCX Corporation, the worldwide leader in medical instrument and IT mounting solutions, has hired Gordon Lieb as its new sales manager for eastern Texas, Oklahoma, Kansas and Missouri.

Lieb has eight years of experience selling medical device technology and services, and five in IT sales. Most recently, he headed regional medical equipment sales to electrophysiologists for leading implantable cardiac device company St. Jude Medical Inc. in various Texas, Missouri and Oklahoma territories.

Lieb is certified as an industry professional in cardiac pacing and defibrillation by the credentialing organization of the Heart Rhythm Society. He received intensive cardiac device training from the Arrhythmia Technologies Institute in Greenville, S.C., and has a bachelor's degree in history from Texas State University, San Marcos.

According to National Sales Manager Kent Hochgertle, Lieb's medical background echoes the dedicated medical focus of GCX and is relevant to the consultative sales approach GCX uses to serve customers in the health care industry.

"Gordon's history and deep experience in the medical device sector underscores the expertise our GCX sales team brings to health care providers," Hochgertle said. "He not only knows how devices apply to cardiac surgery technology and therapies, but he has a track record of building relationships with key opinion leaders in the medical profession.

"Gordon will bring this insight to sales consultations for GCX, which for more than 40 years has started with the customer and worked backwards to identify the best mounting solutions."

Since 1971, GCX has been dedicated specifically to the medical industry. Longtime partnership has lent a unique understanding of the interaction among medical devices, users and health care environments that GCX uses to create instrument mounting solutions for virtually all health care settings. More information is available at gcx.com.

Lieb will represent GCX Corporation in booth #4227 of the HIMSS12 Exhibition on Feb. 20 through 24 at the Venetian-Sands Expo Convention Center in Las Vegas.

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About GCX Corporation

GCX Corporation has been serving the health care industry since 1971, providing medical instrument and IT mounting solutions. Products are developed exclusively for the health care field and are marketed directly to hospitals. GCX also has custom product development

relationships with Original Equipment Manufacturers. Major product lines include wall mounts, roll stands, ceiling mounts, countertop mounts, pole mounts and more, along with a variety of mounting accessories. GCX mounting solutions feature space-saving, ergonomic designs to improve both equipment and patient access.

[More Information](#)

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