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Motion Analysis Corporation Promotes Mocap Veteran to President

SANTA ROSA, CA, August, 2017 – Motion Analysis Corporation has announced the appointment of Mike Kocourek as their new President. He assumed the responsibilities on August 28, 2017.

Mike Kocourek has been part of Motion Analysis Corporation (MAC) for 5 years, beginning as Vice President of Sales before being promoted to President. During that time he accomplished many objectives including expanding sales in various markets, and working closely with marketing, support and engineering to help customize products for specific market needs.

Mr. Kocourek started in the motion capture industry over 20 years ago. He said, "I'm ready to implement a roadmap for success and have a strong vision for the company's future. I look forward to expanding in our existing core markets and establishing Motion Analysis in new markets, utilizing my large network of contacts and valuable strategic partners."

Originally from Chicago, Mr. Kocourek graduated from Iowa State University with a B.S. in Mechanical Engineering. Upon graduation, he entered the sales industry and eventually relocated to Southern California in 1997 to begin his career with motion capture. After 15 years with Vicon Motion Systems, he began working with Motion Analysis in 2012. Mr. Kocourek is very excited to bring his extensive professional experience to his new position.

When asked about the appointment of Mr. Kocourek, Motion Analysis CEO Tom Whitaker said, "We are most fortunate to have someone of Mike's executive sales management experience in the MOCAP industry. He is truly the MOCAP industries' most successful and seasoned executive sales manager. His technical knowledge of our products and industry are invaluable to us all."

Motion Analysis Corporation is the worldwide leader and provider of optical motion capture systems in entertainment, life sciences, videogames, film, sports, broadcasting, virtual reality, and research. The company was formed in 1982 and has its headquarters in Santa Rosa, California.

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