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Purfresh names Hayes vice president of engineering

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Robert Hayes, who has more than 25 years experience in engineering, operations and manufacturing, has been named vice president of engineering at Purfresh Inc., a clean technologies provider based in Fremont, Calif.



Hayes

Hayes will be responsible for continued development of current projects as well as spearheading future endeavors for Purfresh, according to a news release from the company.

“Robert brings a new perspective to Purfresh, and his insight and experience will be a strategic asset to Purfresh’s executive team,” David Cope, president and chief executive officer of Purfresh, said in the release. “His extensive engineering and manufacturing background will be tremendously valuable as our pre- and postharvest product lines continue to evolve.

“Robert will play a critical role at Purfresh as we continue to expand our global footprint, bring new products to market and increase our manufacturing capacity to keep up with growing demand.”

Most recently, Hayes served as president and co-founder of Veraloft, according to the release.

Before that, he was vice president of technology for Chroma Medical Systems and held senior positions at Everex Systems Inc. and CellNet Data Systems.

“I’m excited to be a part of a company that has a strong customer base and is experiencing dramatic growth, and am eager to drive the development of next-generation technologies to further assert Purfresh’s leadership,” Hayes said in the release.