



November 13, 2013

## **Ashland Water Technologies taps Jeff Fulgham as vice president of marketing**

WILMINGTON, Del. - Ashland Water Technologies, a commercial unit of Ashland Inc. (NYSE: ASH), today announced it has hired Jeff Fulgham as vice president, marketing. He is based in Wilmington and reports to John Panichella, Ashland senior vice president and president, Ashland Water Technologies.

Fulgham brings over 30 years of sales and marketing experience, primarily in industrial water treatment, to this role. He most recently served as chief sales and strategy officer for Banyan Water, based in San Francisco, Calif. He was responsible for sales, service, strategy and marketing for one of the fastest-growing water service companies, focused on driving water conservation for large commercial and institutional properties.

Prior to that, Fulgham spent much of his career with General Electric Co., serving in a variety of sales and marketing roles. Following a period as director for the company's global power industry business, Fulgham held positions as general manager, marketing and new product introductions leader, chief marketing officer and chief sustainability officer for GE Power and Water.

"Jeff has a proven track record of leading global marketing and strategic efforts that successfully create value for customers," said Panichella. "His experience in industrial water will be a tremendous asset and I am confident in his ability to help position Water Technologies for future sales and earnings growth."

Fulgham earned a bachelor of science degree in mechanical engineering from The Ohio State University.

### **About Ashland Water Technologies**

Ashland Water Technologies is a leading global producer of papermaking chemicals and a leading specialty chemicals supplier to the pulp, paper, food and beverage, chemical processing, refining, petrochemical, mining and municipal markets. Its process, utility and functional chemistries are used to improve operational efficiencies, enhance product quality, protect plant assets and help ensure environmental compliance.

### **About Ashland Inc.**

In more than 100 countries, the people of Ashland Inc. (NYSE: ASH) provide the specialty chemicals, technologies and insights to help customers create new and improved products for today and sustainable solutions for tomorrow. Our chemistry is at work every day in a wide variety of markets and applications, including architectural coatings, automotive, construction, energy, food and beverage, personal care, pharmaceutical, tissue and towel, and water treatment. Visit [ashland.com](http://ashland.com) to see the innovations we offer through our four commercial units - Ashland Specialty Ingredients, Ashland Water Technologies, Ashland Performance Materials and Ashland Consumer Markets.

### **FOR FURTHER INFORMATION:**

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