



## Heather Angus-Lee

Pervasive industry know-how coupled with fireball energy and continent-wide connections - that's what Heather Angus-Lee brings to the table as part of CMC Associates. For years she's covered the industrial automation/control beat in Canada, as well as attended the industry's key events across the U.S. and Europe. Heather is also an extraordinary writer and interviewer with a quick mind and keen ability to dig for facts.

Heather is now the owner of *writingSEO* ([www.writingseo.com](http://www.writingseo.com)), a Canadian company that specializes in Search Engine Optimization copywriting, web design and development to bring websites to the first page of search engine results.

Previously she was Business Editor for *The Hamilton Spectator* daily newspaper, Editor of an Industrial Communications Special Section within the national magazine, *Industrial Process Products & Technology* ([www.ippt.ca](http://www.ippt.ca)).

As the Editor of *Manufacturing AUTOMATION* ([www.automationmag.com](http://www.automationmag.com)) - Canada's leading publication in that market - Heather was an editorial pioneer, indeed among all trade publications in North America. She has ruthlessly covered fieldbuses, industrial Ethernet, communication protocols and standards - and well as the latest in hardware and software relating to all aspects of both discrete and process manufacturing - since 1997.

Heather appointed Dick Caro, the founder of CMC Associates, several years ago as an Editorial Advisory Board member of *Manufacturing AUTOMATION*, for which he also contributed regular columns and articles. Heather and Dick have long matched wits and intellects, creating a synergy of ideas and action plans that will strike inspiration into the very heart of your core competencies.

In her spare time (wait... she has none!), Heather plays/hangs out with her three children, practices yoga, reads voraciously, and travels with her husband around the continent visiting all the wonderful friends she has made in the automation industry. She can be reached via Email at: [heather@writingseo.com](mailto:heather@writingseo.com), or visit her website at <http://www.writingseo.com>.