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Jim Lauria is Vice President of Sales & Marketing for Amiad Filtration Systems, a manufacturer of clean technology water filtration systems for agricultural, industrial and municipal applications. He has over twenty-five years of experience in liquid/solid separation processes and water treatment. Prior to joining Amiad Jim owned Team Chemistry LLC, a consultancy that focused on developing new business opportunities for clients' water treatment technologies and was president of an \$80M filter media company. During that time he provided peer review for the World Health Organization's publication on drinking water treatment and in partnership with a university led a team that pioneered arsenic reduction in drinking water. He holds a Bachelor of Chemical Engineering degree from Manhattan College.