



FOR IMMEDIATE RELEASE

March 22, 2021

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CLASSIC WIRE & CABLE ANNOUNCES ORGANIZATIONAL CHANGES

Virginia Beach, VA, March 22, 2021 -- Classic Wire & Cable today announced organizational changes designed to advance its strategic growth plans.

- **Matthew Merritt** has been promoted to Regional Sales Manager – East
- **Kevin Kane** has been promoted to Sales Operations Manager
- **Rachel Weis** is joining as Customer Development/Inside Sales
- **David Horton** is joining the company as Inside Sales Representative

Matthew Merritt, along with **Michael Schulte**, Regional Sales Manager – West, are responsible for developing sales for their region by establishing key sales partnerships, managing Representative Agencies and Distributors in attaining their sales targets and growing the Classic Wire & Cable business within each account.

Kevin Kane is responsible for developing and managing the Inside Sales/Operations team members, price management and all phases of customer service. He will work closely with Matthew and Michael to develop sales.

Rachel Weis is joining the company as Customer Development/Inside Sales responsible for converting sales leads into customers and handling inside sales/customer service duties.

David Horton is joining the company as an Inside Sales Representative. David will be the focal person for Classic Wire & Cable to a select group of manufacturer sales representatives, supporting, training, and assisting them in developing sales for the company.



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“We are pleased to welcome David and Rachel to the Classic Wire & Cable organization and congratulations to Matt and Kevin in their new roles. With this expanded team, Classic Wire & Cable is ready to grow,” said George Merritt, VP Sales & Marketing.

For more information on Classic Wire & Cable, please visit www.classicwire.com or call 800-298-3500

About Classic Wire & Cable - Classic Wire and Cable, established in 2016 with the vision to exclusively serve electrical distributors, has quickly progressed from idea to reality, and is led by industry veterans with over 200 years of wire & cable experience. With strategically placed regional distribution centers, each fully stocked with quality products, so our distributors can feel confident they are well supported with our full product line and competitive prices.



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