



February 16, 2022

Hello,

I am so excited to be working in a new capacity with Vericom Global Solutions. I have been with the company since 2017, working within our Cable Operator's Division. I am very excited about this new opportunity as Sales Manager for our Enterprise / Electrical Sales Group. I have focused on learning our capabilities and processes as an industry-leading manufacturer for nearly five years. Couple that with three decades of sales, sales engineering, and sales management experience, and you have a solid platform to lead the sales team of a manufacturing company.



The past few years have been difficult. The pandemic stacked on top of supply chain issues, tariffs, and all-time high prices for raw materials are just a few of the things we have all had to overcome. The exciting thing is that Vericom was not waiting on a “new normal” to define our path forward. We have worked tirelessly to expand our connectivity line and grow our data containment line by nearly ten times as many SKUs as we had in 2018. We have developed the products to provide the best-in-class solutions for racks, cabinets, cable management, aisle containment, PDUs, and more. Just as crucial to developing the product is having the product available. We continue to grow our inventory in our primary Knoxville, TN warehouse and have strategic partnerships in place with a few third-party warehouse facilities for even greater inventory availability.

The pandemic has restricted our ability to be out, calling on customers. As we work through this newest COVID variant, we will hit the ground running once we know our employees and customers will be safe to meet. My commitment to you is that you will have more opportunities to meet with your sales representative, myself, the product team, and others than you have at any time in the past. We want to be in front of you to show you how our solutions can help you win more business and be more profitable. I am a firm believer in getting to know your business while helping you understand mine. I do not want to be a preferred vendor; I want to be your number one partner.

So, we have grown the portfolio and the inventory. We are no longer just a bulk wire manufacturer. Yes, we continue to bring in millions of feet of category cable, coax cable, and other low voltage wiring products, but we are so much more. I want to show you how much more. Even though we will be going out to do field visits and training, there is no better time than now to learn about what we have to offer. I would like to personally invite your team to an overview/training session on Vericom products. We will schedule an online overview with our Product Managers and Sales Team at your convenience. Please call or email me and we will make it happen. Are you already working back at the office and prefer onsite training? We can make that happen as well. We will do what it takes to make sure you understand our products, support, and resources to make 2022 the most successful year ever for both of us.

Thank you for your time, and I look forward to meeting you and becoming a great partner with your organization.

Sincerely,

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