



News Release

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IEWC ANNOUNCES DAVE BURLETON AS VP OF MARKETING

Milwaukee, Wisconsin – IEWC announces the promotion of Dave Burleton to Vice President of Marketing for its global operations.

Having begun his tenure with IEWC in 2017, Burleton quickly established himself as a strong functional and business leader. Burleton's work with IEWC's marketing team has led to many new and innovative initiatives focused around supplier relationships, divisional planning, content marketing, sales support and product marketing.

"Dave has shown tremendous leadership and the ability to adapt quickly to the needs and initiatives of IEWC," said Joe Crum, IEWC Chief Marketing Officer. "I look forward to working with Dave as we continue to ramp up our global marketing efforts. He brings a fresh approach to marketing and to IEWC that really exemplifies our core values and unwavering focus on the customer."

Dave came to IEWC from Laird Technologies where he served as Director of Marketing for its Communications Solutions division. Before that he spent time at Dynavox in various commercial leadership roles as well as Direct Supply and GE, where he worked predominately in Product Management. Dave's formal education was at UW-Madison where he received a degree in Electrical Engineering and Mathematics.

"It is an exciting time to be a part of IEWC, and that rings especially true in the area of marketing," said Burleton. "Through greater collaboration with our trusted suppliers and a deeper focus on sharing content that helps our valued customers maximize their spend on wire, cable, and wire management, the IEWC marketing team will continue bringing exciting innovations to our industry."

Burleton brings a wealth of experience to IEWC including strong experience in promotional marketing, product and market management, strategic planning, brand strategy, pricing, and talent development.

For additional information, contact Joe Crum, IEWC Chief Marketing Officer, at 262.957.1118 or via e-mail at jcrum@iewc.com.

About IEWC - (www.iewc.com)

IEWC is a premier global provider of total connectivity solutions for manufacturers, broadcast and communications and infrastructure, with distribution centers strategically located throughout the world.