



*For immediate release*

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## **USA Wire & Cable, Inc. Expands Inside Sales Team**

### *To Support Electrical Distributors Nationwide*

In a time when manufacturers, distributors and cable specialists are all over the map with strategies (or lack thereof) to generate sales, USA Wire & Cable, Inc. (USAWC) is making a clear statement to electrical distributors in the Gulf Coast and nationwide with the hiring of cable sales veterans Donnie Daniels and Dee Wheatley.

Mr. Daniels will drive USAWC sales efforts to exclusively sell through ***electrical distributor*** accounts throughout Texas and the entire Gulf Coast region. With a 33-year career in the industrial wire business, Donnie has established himself as one of the top cable experts with an indisputable commitment to electrical distributors.

Mr. Wheatley will have accounts throughout the Gulf Coast, North America and South America. With 33 years of experience in industrial wire and cable, utility and data, Dee brings an unprecedented wealth of knowledge, experience and relationships.

“Donnie, Dee and I started our cable careers together three decades ago working in a cable warehouse and training for sales. We’ve maintained our relationships over the years, and I respect what they have accomplished,” said USAWC President Joe Navarro. “There are no two people whom I respect as much for their integrity and ability to serve customers as Donnie and Dee. They both bring extensive cable knowledge and are huge additions to USAWC. Donnie will oversee all of our Gulf Coast customers exclusively through electrical distribution, and Dee will serve accounts domestically and in South America.”

Scott George of WESCO says, “When it comes to wire and cable, nobody has more knowledge. When it comes to helping out their customer, nobody comes close. I’ve been working with these guys for years, and they are truly partners in helping us win and supply projects successfully.”

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USA Wire & Cable, Inc., a privately owned company, has served power and industrial markets for 22 years with a full line of wire and cable products. USAWC is known as the premier provider of cable management services for power plants and large-scale industrial construction projects. USAWC stocks only American-made wire and cable. Warehouse and corporate offices are located in Austin, TX.

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