

# PRESS RELEASE

## CLASSIC WIRE & CABLE ANNOUNCES LEADERSHIP TRANSITION AND ORGANIZATIONAL CHANGES

**Miami, Florida** - Classic Wire & Cable (CWC) is announcing that, after 47 years of service to the wire and cable industry, George Merritt will retire and step down as Vice President of Sales and Marketing of CWC, effective February 1.

George has been a cornerstone of CWC's leadership since its founding. His experience includes pivotal roles at Pirelli (now Prysmian), Kaf-Tech (Atkore), Cerro Wire, and Aetna Insulated Wire, where he served in national and executive sales leadership positions.

George has been instrumental in building the company and guiding a national sales team, onboarding a national sales rep network, and shaping the company's approach to the highest standard of customer service.

"George has played a foundational role in shaping Classic into the company it is today," said Michael Dorfman, CEO of Classic Wire & Cable. "His influence can be seen in nearly every part of our business, from the customer relationships and internal work culture. His retirement will be felt not only across our organization but also throughout the industry where he has earned the respect of so many. We wish him nothing but the best in this next chapter."



"It's been an honor to be part of building Classic from the very beginning," said George Merritt. "I'm incredibly grateful for the relationships, the team, and the customers that made this journey so meaningful. I'm excited to watch the company continue to grow and succeed under the next generation of leadership."

To support the company's continued momentum and ensure a smooth transition, the following organizational changes will take effect at the start of the new year:



2980 NE 207th Street, Suite Penthouse  
Aventura, FL 33180

### **Matthew Merritt Promoted to Vice President**

Matthew will step into the role of Vice President at CWC, where he will lead the company's sales and marketing strategy, execution, and management across the business.

"Being part of Classic's journey from day one has been an incredible experience," said Matthew Merritt. "As we look ahead, I'm excited to continue building on our strong foundation and leading a team that's committed to delivering unmatched service and reliability in the wire and cable industry."

Matthew has been part of the CWC team since 2019. He brings deep organizational knowledge and industry experience to his new leadership role.



### **Michael Schulte Named Regional Vice President – West**

In his new role as Regional Vice President – West, Michael will lead CWC's business operations across the Western United States. His focus will include accelerating revenue, expanding the customer base, and strengthening service delivery in the region.

### **Blaine Ballard Expands Role as Regional Manager – Central Northeast**

Blaine will take on expanded responsibility for managing the Metro New York/New Jersey, Eastern Pennsylvania, Delaware, Maryland, and Northern Virginia markets.

### **About Classic Wire & Cable**

Classic Wire & Cable (CWC) is a leading supplier of high-quality aluminum building wire and copper MV cable products, exclusively serving electrical distributors throughout the U.S. Our products are trusted by a broad range of industries, including residential, commercial, utilities, industrial, data centers, and renewable energy markets. For over a decade, we've been the preferred partner to distributors nationwide due to our unrivaled service and expertise.

At CWC, we pride ourselves on delivering the right products faster than our competitors. We operate a large network of strategically located warehouses throughout the United States, allowing us to deliver the UL-listed products you need as quickly as possible. Our extensive product selection, personalized customer support, and convenient value-added services allow electrical distributors to serve their customers with confidence.

Additional questions and media inquiries can be made by contacting [marketing@classicwire.com](mailto:marketing@classicwire.com).