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# PRESS RELEASE

## CLASSIC WIRE & CABLE ANNOUNCES NEW REGIONAL MANAGER IN THE SOUTHEAST

**Miami, Florida** - Classic Wire & Cable (CWC) is pleased to announce the appointment of Mark Norman as Regional Sales Manager – Southeast.

In this role, Mark will oversee sales and business development across the Southeastern United States, supporting distributor partners and sales representatives throughout the region. His responsibilities will include expanding market opportunities, strengthening relationships with key distributor accounts, and leading regional sales initiatives that align with Classic's continued growth strategy.

Mark will work closely with Classic's internal teams and rep agencies to drive new business, support product training, and provide valuable market insight that helps distributors and contractors succeed. He will also collaborate with inside sales and operations to ensure customers receive the responsive service and dependable delivery they expect from Classic.

"We're excited to welcome Mark to the Classic team," said Matthew Merritt, Vice President of CWC. "His experience, customer focus, and understanding of the electrical distribution market make him a strong addition as we continue expanding our presence across the Southeast. Mark will play an important role in strengthening relationships with our partners and supporting our long term growth in the region."



This addition reinforces CWC's continued investment in regional leadership and customer relationships, ensuring distributors across the Southeast have the support, responsiveness, and service they expect from the Classic team.

To contact Mark, please email [mnorman@classicwire.com](mailto:mnorman@classicwire.com) or call 800-298-3500.