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Link to Image: [Adam Griffin](#)

Atlona Promotes Adam Griffin to Director of Sales and Business Development

Atlona elevates Griffin to North American sales leadership position following seven years of success in key regional sales role

SAN JOSE, California, October 5, 2021 – [Atlona](#) has promoted longtime Northeast Regional Sales Manager Adam Griffin to a North American sales leadership position, effective immediately. Adam assumes the Director of Sales and Business Development role vacated by Jamey Swigert, who recently became Atlona's Executive Director. Griffin will report to Swigert and lead all North American inside and channel sales activities for Atlona's commercial and residential AV markets.

Adam will work closely with regional sales managers, distributors, and dealers in each territory, and oversee the sales engineering department that works closely with Atlona partners and end users to design systems. One key objective is bringing the Atlona and Panduit teams closer together for sales and business development initiatives, which Adam says will help all customers more effectively bridge AV systems with IT infrastructure.

"The advantage to drive both the AV and IT networking standard with our common customers is extremely powerful, and a clear competitive differentiator for Atlona and Panduit," said Griffin. "We have reached a new level of cooperation between the two brands that drives business back and forth. I'm excited to have an opportunity to take this several steps further in a way that increases company revenue while creating new opportunities for our customers."

Griffin was one of Atlona's first commercial AV regional sales managers to join the company in 2014. He gradually built Atlona's channel partner network for the busy Northeast US territory, which spans from the Mid-Atlantic region through all of New England. Also responsible for residential AV sales for several years, Adam has worked across all markets, verticals, and channels for Atlona over seven successful years.

Adam sees strong opportunities for Atlona in key commercial verticals (corporate, education,



government) as well as the light commercial market, including hotels, restaurants, and retail. He points to Atlona's innovations for changing business and learning environments fueled by the pandemic as powerful tools from a sales perspective – notably, the company's growing Omega presentation and collaboration product line, and its new WAVE-101 wireless presentation system.

"Adam brings exceptional knowledge and experience to this important leadership role based on his strong customer and interpersonal relationships, and technical understanding of how Atlona and Panduit solutions can help our customers meet rapidly changing requirements," said Swigert. "We welcome Adam to his new role and are excited to work with him as we bring his compelling sales and development initiatives to fruition."

With the announcement of Adam's promotion, Atlona begins its search for his Regional Sales Manager – Northeast replacement. Candidates should inquire at <https://atlona.com/about-us/careers/>.

About Atlona

Atlona, a Panduit company, is a leading manufacturer of AV distribution, AV over IP, collaboration, and control solutions. Our core brand vision is to improve technology for the sharing of ideas, through innovative AV products used every day in a wide variety of commercial and educational applications. Atlona prioritizes quality, user experience, simplicity, and management in every product we develop. More information about Atlona is available at atlona.com.

About Panduit

Global connectivity leader Panduit Corp. creates innovative electrical and network infrastructure solutions for applications across the enterprise. Headquartered in Tinley Park, Ill. and operating in 112 worldwide locations, Panduit's technology leadership and robust ecosystem help support, sustain, and empower business growth in a connected world. panduit.com

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