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iTOOLco Appoints Two Industry Veterans to New Regional Sales Manager Positions in the Southwest and Midwest

KNOXVILLE, TN. (March 7, 2018) – iTOOLco, a leading developer of products that increase safety, save time, lower worker effort, and improve results for hard-working contractors and the professionals they employ, is pleased to announce the appointment of Tiffanie Averett to the position of Regional Sales Manager, Southwest, and Rush Maxwell to the position of Regional Sales Manager, Midwest. In these newly created roles, Averett and Maxwell will be responsible for reaching out to existing customers to make sure their needs are met while developing new partners within their respective regions. These appointments support the company’s strategic direction, strengthening customer and distributor relationships as well as expanding national sales support coverage.

Averett joins iTOOLco with a long history in the electrical industry and brings many years of sales success with her. Averett has worked in manufacturing and distribution where she managed \$4 million of regional sales over ten states. Based in California, Averett’s territory includes California, Arizona, and Nevada

Maxwell’s territory includes Texas, New Mexico, Oklahoma, Colorado, Kansas, Nebraska, Iowa, South Dakota, North Dakota, and Minnesota. Prior to joining iTOOLco, he was a representative agent working all across the South. Maxwell will be working out of the Dallas/Fort Worth area.

“We’ve experienced remarkable growth over the past few years and it was time to bring on additional resources,” said Michael Jordan, Vice President at iTOOLco. “The experience and talents Tiffanie and Rush bring to iTOOLco are a perfect match for us. Both have outstanding track records for success and will be tremendous assets to our customers and distributors.”

About iTOOLco

Invented by Electricians for Electricians. For many years, iTOOLco has improved the work lives of electrical contractors and the professionals they employ through innovative products. Our primary focus is developing products that increase safety, save time, lower worker effort, and improve results for hard-working contractors and professionals. iTOOLco’s ingenious tooling delivers “measurable advantages” and brings innovation to your job site. Visit iTOOLco.com.

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