

June 29, 2019

JAYKAL Announces The Hiring Of Industry Veteran Keith Williams As Its Western Region Sales Director

JAYKAL LED Solutions adds Keith Williams to their organization to lead their sales efforts in the western US region. Keith brings over 10 years of lighting experience having sold to ESCO's, lighting installation contractors and end users such as large building owners.

With a solid knowledge of the LED retrofit market and LED applications, Keith will be responsible for helping JAYKAL expand its product offerings in the western region of the country.

"We are very excited to have Keith on board to represent JAYKAL," said Peter Randolph, VP, Channel Sales. "While we have experienced tremendous growth for the last 5 years, we have come to realize that we need to expand our presence out west where many of our current customers have additional offices and many other opportunities exist that we haven't accessed."

"Keith will utilize his experience in the Energy Services Industry to advance JAYKAL's LED lighting solutions for exterior and interior LED technology for the regional ESCO market," noted Sanjay Kapuria, President of JAYKAL LED Solutions. "He has an excellent grasp of LED applications and we are excited to have him on our team as we continue to grow and develop more value-add lighting solutions to our product mix."

"I am very excited to be part of this dynamic and professional team. As a true manufacturer of LED lighting products, Jaykal brings the ability to partner with their clients to bring existing or new energy saving solutions quickly to the marketplace," says Keith Williams. "In addition, their vast manufacturing footprint allows them to work in a number of business sectors with BAA / TAA compliant products as well as products that are not impacted by the current Chinese import tariff situation."

Before joining JAYKAL, Mr. Williams was a National ESCO Vertical Market Manager for Ledvance where he obtained numerous sales and revenue growth awards over several years.

Mr. Williams has a BA from Western Washington University. He and his wife have two children and reside in Seattle Washington.

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