



Press Release

P R E S S R E L E A S E

FOR IMMEDIATE RELEASE

Nada Filipovic
Marketing Manager

Contact: 954-455-3050
marketing@buyawg.com
2980 NE 207th St, Suite PH
Miami, FL

Norman Russell Appointed as Chief Revenue Officer

June 1, 2023, Miami, Florida – American Wire Group (AWG) is pleased to announce the appointment of Norman Russell as the Chief Revenue Officer. Mr. Russell will oversee AWG’s sales and marketing, engineering and technical services, product pricing, and revenue operations. He previously held the title of Executive Vice President of AWG.

Norman brings over 30 years of experience in utility cable engineering and sales management. Prior to AWG, he worked in engineering, distribution management, strategic sourcing, manufacturing, and business development. His areas of expertise include strategic planning, cable engineering, supply chain management, spend analysis, procurement, sales & marketing, quality management, product management/design, budget, and financial management. Mr. Russell has in depth market knowledge of electrical utilities, renewables, primary metals industry, federal, state and local government, industrial construction, mining and mass transit industries.



“We are excited to have Norman serve as our new Chief Revenue Officer,” said Michael Dorfman, CEO of AWG. “His vision of empowering a better world is what this company is built and centered upon, and we are so happy to have him fill this critical role for us.”

Established in 2001, American Wire Group (AWG) is the leading material supplier of wires, cables, components, and accessory solutions. We hold the nation’s largest inventory of products used in the power T&D, substation, solar, wind, battery energy storage, and EV infrastructure markets. Our team supports customers with full services including cable management, cable engineering and design, supply chain, emergency services, and more. For more information, contact marketing@buyawg.com

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