



JUNE 8, 2026

American Wire Group, LLC
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PRESS RELEASE

AMERICAN WIRE GROUP EXPANDS UTILITY DIVISION WITH NEW REGIONAL SALES MANAGERS

Miami, Florida - American Wire Group (AWG) is pleased to announce the expansion of the internal utility team with the appointments of Flavio Garcia as Western Regional Sales Manager and Reese Barillari as Southeast Regional Sales Manager.

As part of AWG's continued investment in its utility business, these newly established regional leadership roles are designed to strengthen customer engagement, support sales growth, and enhance market development efforts across key utility territories. Mr. Garcia and Mr. Barillari will be responsible for driving sales of AWG's wire and cable products, developing new business opportunities, maintaining strong relationships with existing customers, and supporting project development activities with utilities, power generation companies, engineering firms, and contractors throughout their respective regions. Their additions reinforce AWG's commitment to expanding its internal sales capabilities and ensuring greater accessibility and responsiveness to customers across the utility market.

Mr. Garcia brings extensive experience in wire and cable sales, business development, and account management across the utility, renewable energy, construction, and data center sectors. Throughout his career, he has successfully managed regional territories, developed strategic customer relationships, and supported complex infrastructure projects. Mr. Barillari joins AWG with nearly two decades of experience serving electrical utility, cooperative, and renewable energy customers. His background includes territory management, business development, and technical sales support across utility and infrastructure markets throughout North America.

"We are excited to welcome Flavio and Reese to the AWG team as we continue to strengthen our Utility Division," said Norman Russell, Chief Revenue Officer at AWG. "As our business continues to grow, it is important that we invest in the people and structure necessary to support our customers and future opportunities. Flavio and Reese bring valuable industry experience and regional expertise that will enhance our ability to serve the utility market, drive business development, and support the continued growth of our organization."





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Mr. Garcia will report to Safiq Virani, Vice President of Business Development, while Mr. Barillari will report to Gilbert Guerrero, Vice President of Regional Sales. Together, they will play an important role in supporting AWG's continued expansion and strengthening the company's utility market presence across their respective regions.

About American Wire Group

American Wire Group (AWG) is the leading supplier of wire & cable, hardware, equipment, and accessories for the power utility, renewable energy, and data center markets. We've earned our reputation through exceptional service, high-quality products, and reliable, on-time delivery. With strategically located distribution centers across the United States, AWG maintains one of the nation's largest inventories—allowing us to serve as a true single source solution for complex infrastructure projects.

Additional questions and media inquiries can be made by contacting marketing@buyawg.com.