

Proterial Cable America, Inc. Strengthens Leadership Team with Two Key Hires

Manchester, NH –

Proterial Cable America, Inc. is happy to announce the addition of two pivotal members to its executive team: Dave McCarthy as the Vice President of Sales and Charles LaBove as the Director of Business Development.

Dave McCarthy brings to the table a history of success and expertise in the electrical manufacturing industry. Having recently served as the Regional Vice President of Sales for Marmon Utility, Dave led impressive sales campaigns for esteemed brands like Hendrix and Kerite cables. His extensive experience also includes valuable tenures at The Okonite Company and Hubbell Electrical Systems, where he honed his skills and built enduring relationships within the industry. Dave resides in Wallingford, CT with his wife Joyce, and their three children. "I'm excited to continue growing my career with the Proterial team and making an impact in this dynamic industry," Dave commented on his new role.

Joining Dave in spearheading business growth, Charles LaBove assumes the role of Director of Business Development. With 15 years of industry experience, notably at Atkore and as VP of Business Development at TriCab Wire and Cable, Charles has a well-established track record of driving sales growth and developing strategic initiatives. A University of Notre Dame alum, Charles resides in Shrewsbury, MA with his wife, Pam. He is a committed participant in the Pan Mass Challenge, raising funds for Dana-Farber Cancer Institute. "I am excited to be a part of the Proterial team to drive new business opportunities," said Charles.

"We are excited to welcome both Dave and Charles to our team," stated Joe Barry, COO of Proterial Cable America. "Their combined experience and leadership are great assets to our company as we continue to drive the business into new and exciting growth markets. They both have all the skills to make our sales team extremely successful as well as the skills to really put our customers first and establish long-term partnerships."

About Proterial Cable America:

Proterial Cable America, previously known as Hitachi Cable America, is based in Manchester, NH, is a leading manufacturer of high-quality materials and components for the networking infrastructure, medical, automotive, defense, and data communications sectors.

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