

# Excel gets a footprint in the USA

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Excel Networking Solutions – the copper and optical fibre cabling infrastructure provider – has appointed a new Director of Sales for the North America (<https://www.excel-networking.com/news/excel-gets-footprint-usa>) region, widening their international footprint as a worldwide brand, striving to maintain and improve their global vision and values to deliver the Excel brand across the globe – without compromise.

Nadeen Tisi, International Sales Director for Excel Networking, commented, “Positioning the Excel brand in the Americas is not only a massive step forward in terms of our international status, but also a financial and impressionable message to all our customers and competition that we are a true global brand, seeking to continually evolve our products and service within the worldwide market.”

Paul Mills joined the business on 5th March 2018, although this is not the first time he has worked with the company. In 2005 Paul was the Sales Manager for Mayflex, owner of the Excel brand. He has since gained a wealth of experience in the field with his own installation company in the UK, as well as working in America for a number of years within the structured cabling and distribution industry.

Nadeen continued, “I am pleased to welcome Paul back to the business. He has an extensive knowledge of the American market opportunities and product requirements, so this is an exciting time for Excel’s international team.”

Talking about the role and the challenges to come, Paul commented, “I am very excited to be back working with some familiar faces and look forward to meeting some of the team members I have not worked with before.”

Paul continued, “The Excel brand has continually grown in West Europe and the Middle East, giving a solid foundation to support further growth and become a key player within the USA.”

Paul concluded, “I truly believe that we have the product portfolio, technical expertise and marketing prowess to establish ourselves in North America; I am looking forward to the challenge!”

To find out more about Excel Networking, please visit our website (<https://www.excel-networking.com>).

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