

PATLITE APPOINTS RICH MASSO AS NATIONAL SALES MANAGER

[Torrance, CA – September 1, 2018] PATLITE, one of the largest visual and audible signaling device manufacturers, names Richard Masso, National Sales Manager of North America.

“I am truly humbled by this opportunity to lead the North America sales teams,” said Rich Masso. “I firmly believe deep commitment to innovation and our customer-centric approach will allow us to continue to push boundaries and surpass our goals. I am very fortunate to work with such a talented team and equally talented group of Channel Partners and I look forward to working together in serving our customers and driving growth for our company.”

Rich joined PATLITE in October 2010 as Region Sales Manager and advanced to the role of Key Accounts Manager. His 29 years of industry experience in industrial automation solutions and technical applications has made him a natural fit for the current promotion.

“Rich’s aptitude and acumen has been integral in developing our partnerships and driving growth,” said Ken Kosaka, Managing Director. “Over the years, Rich has proven to be a visionary leader with the ability to manage multiple territories and accounts, earning the respect and support of our customers and our employees. His leadership abilities, innovative thinking and vision will continue to enhance our strategic direction and profitability as he leads us into the future.”

ABOUT PATLITE

Since 1947, PATLITE has offered state-of-the-art equipment for the process and industrial automation industries. Innovative and robust design, backed by years of industry experience and a strong commitment to safety and security, has made PATLITE the world's best known manufacturer of visual and audible signaling products. PATLITE has more than 600 employees and has wholly-owned sales subsidiaries in the USA, Germany, Singapore, Korea, Thailand, Taiwan, and China.

###