



John Wills, Business Development Manager, Almo Professional A/V

## News Release

### Media Contacts:

Melody Craigmyle  
Almo Professional A/V  
888-420-2566, ext. 6520  
[mcraigmyle@almo.com](mailto:mcraigmyle@almo.com)

Traci Schaefer  
TLS Communications, Inc.  
630-269-4567  
[tschaefer@tlscommunications.com](mailto:tschaefer@tlscommunications.com)

## Almo Professional A/V Strengthens Business Development Team with Addition of John Wills

Philadelphia, PA — August 25, 2015 — [Almo Professional A/V](#) is boosting its elite team of [Business Development Managers](#) (BDMs) with the addition of John Wills. Based out of Chicago, Wills was hired to provide product, sales and design expertise for Almo's complete [NEC Display Solutions](#) offering. He is available to meet during the fall leg of Almo's [E4 AV Tour](#), taking place in Houston on September 11 and New York on October 8.

Wills brings more than 10 years of extensive AV industry background to Almo Pro A/V with specialization in field sales and product/sales channel/customer relationship management. Prior to Almo, Wills was National Sales Manager for Tripp Lite's Commercial Pro AV and CEDIA CI sales channels.

"John is a results-driven sales leader adept at identifying opportunities, designing and implementing solutions, and establishing relationships," said Brian Rhatigan, director of business development for Almo Professional A/V. "During his tenure at TrippLite, John formed relationships with many of the same customers as ours. His experience in our industry and strong interpersonal skills make him the ideal fit as an Almo Pro A/V BDM."

Over his professional career, which spans more than 30 years, Wills has held positions with Tweeter Entertainment, Showtime Networks, Citicorp, and IBM. He earned a Master of Business Administration from the University of Colorado in Boulder and a Bachelor of Science, General Business Management from Arizona State University in Tempe.

### About Almo's Business Development Managers

Almo's highly specialized fleet of Business Development Managers bring a multitude of expertise, such as technical knowledge, system design assistance, in-depth brand/product knowledge, bid and project

registration capability, as well as a direct line to all of the top manufacturers in the AV industry. No other distributor in the AV industry provides this level of expertise to its partner community.

#### **About the E4 AV Tour**

Now in its sixth year, the E4 tour has traveled to cities around the country to provide product, technical and business training needs to thousands of resellers and installers while creating the ideal forum for professional networking. Named the best [Training, Consulting/Business Service](#) two years in a row, the E4 program fuels up AV professionals by offering a full day of educational sessions worth InfoComm Renewal Units as well as exclusive access to the newest high energy AV products and services. For more information about E4 Houston and E4 New York, go to [www.e4avtour.com](http://www.e4avtour.com).

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#### **About Almo Professional A/V**

Almo Professional A/V provides the industry's most advanced product distribution, training and education, and technical support options available for the Pro AV community. With a highly skilled sales team, reseller education programs, seven distribution centers across the U.S. and product lines for the Pro A/V channel, Almo Professional A/V provides customers with the full distribution experience on a local and a personal level. Almo Professional A/V is a division of Almo Corp., the nation's leading independent distributor of consumer electronics and major appliances. For more information about Almo Professional A/V, please call 888-420-2566 or go to [www.almoproav.com](http://www.almoproav.com). Almo Professional A/V can also be followed on Twitter at <http://twitter.com/almoproav> and on Facebook at [www.facebook.com/almoproav](http://www.facebook.com/almoproav).

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