Belden Strengthens US Sales Footprint with Strategic Investments in Rep Firm Model

St. Louis, Missouri – Dec. 10, 2019 – Belden Inc., a global leader in specialty networking solutions, announces strategic investments to support growth in targeted geographical regions and vertical markets.

To support the ever-growing need to store, move and use data by targeted customers in the Mid-Atlantic and Northern California markets, Belden is increasing head-count at its regional Rep Firms.

Specific investments include increasing head-count at Peake Technologies who provide communication infrastructure solutions for key verticals the Mid-Atlantic area. Additional investment has been made in Verve Tech out of Northern California to support the infrastructure needs of targeted verticals within Silicon Valley and the surrounding area.

“With this investment, we are reinforcing our commitment to the dual Sales model of Direct Sales associates supporting select strategic accounts, and our Rep Firms managing our regional Sales strategy,” says David Geon, vice-president US Sales at Belden. “This brings more feet on the street to support growing markets and helps us go after verticals that are key to our success.”

For further information on Belden’s solutions, please visit www.belden.com.

Resolving signal transmission needs with IP- and legacy-based solutions that enable a smooth migration to convergence requires a universal approach for enterprise environments. Only Belden’s innovative enterprise connectivity solutions take this universal approach. Belden’s extensive portfolio spans LAN, data centers, building automation and security and access control to keep information running smoothly. Outstanding global service and support capabilities and application-specific warranty programs complete Belden’s unique offering.

About Belden
Belden Inc., a global leader in high-quality, end-to-end specialty networking solutions, delivers a comprehensive product portfolio designed to meet the mission-critical network infrastructure needs of complex industrial and enterprise markets. With innovative solutions targeted at reliable and secure transmission of rapidly growing amounts of data, audio and video needed for today’s applications, Belden is at the center of the global transformation to a connected world. Founded in 1902, the company is headquartered in St. Louis and has manufacturing capabilities in North and South America, Europe and Asia. For more information, visit us at www.belden.com; follow us on Twitter @BeldenInc.

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