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## Zetron Appoints Brandon Williams as Vice President of Sales for the Americas

*Williams brings deep industry experience in mission critical communications in support of Zetron's direct and channel businesses across two continents*

**Redmond, WA – July 28, 2022** - Zetron, a global leader in [integrated mission critical communications](#) technology, announced today that Brandon Williams has joined the company as the new Vice President of Sales and Distribution for the Americas. Williams, a dynamic sales and channel leader, is responsible for the leadership, strategic direction, functional management and all go-to-market sales activities for North and South America.

“We are excited to add Brandon to the Zetron team and believe he is the right person to continue the momentum and growth we're seeing in the Americas,” said Scott French, President and Executive General Manager of Zetron. “Brandon has a unique background that blends demonstrated sales and channel leadership in both public and private sectors, as well as a proven history of delivering growth by structuring go-to-market teams that deliver the highest levels of service to their customers.”

Most recently, Williams served as Director of U.S. Channel Sales and Operations at Panasonic, where he built new channel and inside sales teams and overhauled the entire channel program for Panasonic's North American B2B mobility business. His innovative leadership led to double-digit growth in the mature public sector and enterprise markets. Before Panasonic, he held a number of leadership roles at Motorola, where he designed and sold mission critical communications systems.

“Zetron's trusted solutions support organizations that provide critical services in both public and private sectors, touching the lives of millions, and often in times of greatest need,” said Williams. “It's core to what we do and at the heart of what inspired me to join the company. I could not be prouder to join Zetron in this important work, and look forward to serving and growing our customer base on both continents.”

Williams was recently named to the “Channel Chief” list for 2022 by CRM magazine. He earned his undergraduate degree at Michigan Technological University, where he serves on the Alumni Board of Directors. He earned his M.B.A. at the Kellogg School of Management at Northwestern University.

### About Zetron

[Zetron, a Codan Company](#), is a trusted provider of [mission critical communications systems](#) worldwide, it's ALL we do. With a comprehensive portfolio of technology solutions, including integrated next generation call taking, dispatch, CAD, mapping, fire station alerting, logging/reporting, Land Mobile Radio (LMR) communications and more, Zetron is relied on by customers in federal/state/local government, public safety, transportation, utilities, healthcare, and other markets on all seven continents of the world. Zetron's relentless pursuit of quality, durability and interoperability has made it one of the most enduring and consistently trusted brands in mission critical communications for decades.

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