

## New Director for Core Brands Pro Div. Sales

Written by Roger Douglas  
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Industry veteran Paul Roberts will lead Pro Division Sales at **Core Brands**.

He spent the last year working as a consultant for Core Brands, conducting a re-evaluation of the commercial channel.

Roberts will be responsible for the development and implementation of all vertical and systems integration sales programs for the professional products marketed by Core Brands, a Nortek company, with a focus on the Furman and Xantech brands.

"Paul brings more than 15 years of sales and sales management experience to his new position at Core Brands - experience and a customer focus that will benefit our pro products dealers and their customers," says Core Brands Senior VP Sales, Dave Keller.

"His ability to create and successfully apply growth strategies has been demonstrated time again over the course of his career. We are proud he has joined the Core Brands team!" says Keller, whom Roberts will report to in his new position.

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"I am excited to become a part of a team that is defining the future of professional power conditioning and connectivity solutions," says Roberts. "Furman and Xantech are both introducing next generation innovations that will deliver immediate and meaningful benefits to our entire customer base, and I look forward to supporting our dealers and customers in every way possible."

Before starting his consultancy in 2013, Roberts was a senior executive at Symetrix, Inc., where he served as Chief Executive Officer (2012-2013) and Vice President of Sales & Marketing (2006-2012). Before this he served as the Inside Sales Administration Manager at Loud Technologies and as the Inside Sales Manager at Symetrix, Inc.

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