



Southwire®

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Southwire is pleased to announce the appointment of Dixon Lee as Manager, Sales - Electrical Products and Engineered Solutions (EP & ES). In this role, Dixon will lead the EP & ES business segment in Canada, which includes the Electrical Wholesale, STAFDA, and Retail channels. He will be responsible for building organizational capability and developing effective go-to-market strategies that drive profitable growth in the Canadian market. He will also lead the Contractor Solutions and EP & ES field service teams.

Dixon brings over 20 years of experience in the electrical industry to this role. Most recently, he served as Manager of Insights and Innovation at Southwire, leading the marketing and supply-chain teams for four years. Before joining Southwire, Dixon held numerous positions with increasing responsibility in P&L management, marketing, engineering, product management, and manufacturing. Prior to that, he was a Senior Product Manager for Residential Power Distribution Products at another electrical manufacturer.

Dixon holds a Bachelor of Engineering in Electrical Engineering from Ryerson University and is licensed as a Professional Engineer in Ontario.

Beyond his professional achievements, Dixon is a well-rounded individual with a passion for giving back to the community. He is as a key member of the ERG ALLIED at Southwire and enjoys volunteering at various events. He also served as a Big Brother for over 10 years, and remains in contact with his "little brother" from Big Brothers Big Sisters of Canada organization after completing the program. Additionally, he is a member of a CSA Technical sub-committee. These diverse interests reflect his dedication to innovation and embracing diversity in all aspects of life.

We are extremely pleased for him to assume this new position and continue to be a part of the Southwire Canada team.

Tim King
President
Southwire Canada