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NORTHERN CABLES WELCOMES MIKE CHRISTIANSEN AS WESTERN CANADA TERRITORY
MANAGER

Brockville, ON – [Northern Cables Inc.](#), a pioneer in the Electrical Wire & Cable industry, is delighted to announce the appointment of Mike Christiansen as Western Canada Territory Manager. This key addition to the team is a part of Northern Cables' strategic initiative to expand its market presence and enhance customer engagement across Western Canada.

Christiansen is a proven leader with a dynamic track record in sales and market expansion. His professional journey includes impactful roles such as Vice President of Sales at Lapp Canada, and National Sales & Product Manager for Wire and Cable at Graybar Canada, where he consistently drove growth and forged strong, lasting relationships with key clients and business partners. Mike brings over 30 years of wire and cable industry expertise, with a pivotal 15-year period at Anixter—widely regarded as a training ground for industry leaders—where he refined his specialist knowledge and fostered a network that extends across the sector.

Originating from Calgary, Alberta, Mike's return to his home province is not just a professional milestone but also a personal one. "I am thrilled to be back in Alberta, taking on this new challenge with Northern Cables. It's a great opportunity to apply my experience and insights to drive growth and strengthen relationships in the Western Canadian market," Mike said.

In his new role, Mike will be overseeing the strategic sales initiatives for the Western Canadian territory. He will focus on building customer loyalty through enhanced service models and innovative solutions, capitalizing on his extensive background in both manufacturing and distribution.

"We are excited to welcome Mike to our team. His exceptional understanding of market dynamics and customer needs makes him the ideal leader to help us achieve our goals in Western Canada," said Vice President of Sales & Marketing, Dan Emond of Northern Cables. "His strategic vision and proven leadership are exactly what we need as we continue to expand and adapt in a competitive marketplace.

About Northern Cables:

From its grassroots beginnings in 1996 by former employees of Phillips Cables in Brockville, Northern Cables Inc. has grown into a robust manufacturing powerhouse, manufacturing product in over 400,000 square feet of factory space in three facilities, employing close to 300 locals in Eastern Ontario. As the armoured cable specialists, Northern Cables has continuously evolved, expanding its product lines and market reach across North America. The company's commitment to quality, innovation, and stability in the fluctuating market of raw materials has solidified its reputation as a trusted manufacturer capable of meeting diverse and challenging industry demands.

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