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## FOR IMMEDIATE RELEASE

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### **Service Wire's Katy Martin Named Rising Star**

**CULLODEN, W.Va., November 13, 2023** – Service Wire is proud to announce that Marketing Strategist, **Katy Martin** has been selected as one of tED Magazine's prestigious "30 Under 35". This industry award recognizes the best and brightest up-and-coming professionals working today.

Martin was hired as a Content Marketing Associate in 2018, focusing on SEO-driven content for the company website. Over a short period, she has quickly risen in the company as a knowledgeable and transformative marketing agent.

"Katy joined our team with a voracious appetite for learning about the industry and how she could bring her skill set to create best-in-class customer experiences for the company," said Mary Brown, Marketing Manager. "Her efforts have been nothing short of exemplary to elevating awareness, engagement and sales enablement of the Service Wire brand."

Martin has recently been promoted to the newly formed role of Marketing Strategist for Service Wire, focusing on strategic marketing and sales enablement, using advanced marketing automation tools and systems to optimize the customer journey from beginning to end.

"Katy exemplifies the talent we need and value at Service Wire as we continue to grow and evolve as an organization. Her expertise, knowledge and positive attitude are unmatched," shared Mark Gatewood, Vice President – Sales and Marketing.

Service Wire looks forward to future successes for Martin in her professional role and development in the award-winning marketing department.



**Katy Martin**  
*Marketing Strategist*

### **About Service Wire Company**

Service Wire Co. is a multi-generation, family-owned wire and cable manufacturer and has been since 1968. Service Wire is committed to producing the finest quality American made products while providing industry-leading service levels to the electrical distribution markets. Service Wire has a nationwide network of distributors and advanced distribution capabilities to meet the complex needs of industrial, commercial, utility, pump and irrigation customers throughout North America and the world.

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