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Fromm Appoints Leo Francis Vice President of Construction Sales

Reading, PA, April 17, 2024 – Fromm, a leading independent electrical distributor in the Mid-Atlantic Region, announced the appointment of Leo Francis as Vice President of Construction Sales.

In this role, Francis will drive the expansion of Fromm’s commercial and residential business and lead the company’s sales efforts in lighting and switchgear.

Francis joins Fromm with more than a decade of experience in the electrical industry, most recently serving as Regional Sales Manager at Wesco Distribution where he achieved significant revenue growth. Preceding Wesco, Francis worked in diverse roles including logistics, technology, and manufacturing, with CommScope, Rittal, and Anixter.

John Hanna, Fromm’s President and COO, expressed his enthusiasm on the appointment: “With his extensive industry experience and impressive leadership skills, we are thrilled to welcome Leo aboard. His proven track record aligns perfectly with our objectives for 2024 and beyond.”

Francis holds a Bachelor of Science degree from Widener University.

About Fromm

Founded in 1923, Fromm is one of the largest electrical supply companies in the Mid-Atlantic region, serving customers in the construction, manufacturing, property management, defense, and utility industries. Fromm operates eight supply counters and a distribution center in Pennsylvania. For more information, visit www.fromm.com.

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