

# Meet Steve Rice



**Dedicated to Supporting  
the Pacific Northwest**

BY HEATHER HALSEY, MARKETING COMMUNICATIONS WRITER

## New Team Assembled to Serve the PNW

Security professionals throughout the Pacific Northwest have long relied on Pelco by Schneider Electric to provide high-quality, innovative products. From the Seattle-Tacoma International Airport to the Trans-Alaska Pipeline, locations throughout the PNW are protected by our superior video security solutions — and now customers in the region have a dedicated team supporting them.

The dedicated PNW sales and support team is at the ready to provide a wealth of video security knowledge and expertise to customers throughout Alaska, Northern and Western Idaho, Oregon, and Washington. Overseen by Rob Morello, the team was recently formed to ensure customers throughout the region have access to the solutions and information they need.

“This team is committed to delivering comprehensive customer support in the Pacific Northwest,” says Morello, Pelco Director of Sales Western Region. “Their combined knowledge of the industry, products, and the region’s marketplace is unmatched.”

Steve Rice was recently hired to lead the team as the region’s General Manager. Though he’s new to Pelco, he’s no stranger to the video security industry. Years of experience working for a global Pelco distributor have given him a unique understanding of delivering complete video security solutions and developing sales channel relationships.

“It’s an honor to lead this team in supporting the region where I’ve lived the majority of my life,” he says. “We are dedicated to providing our customers with exceptional service and video security solutions that are second to none. My number one priority is serving our customer relationships and growing their business”

Customers in the PNW now have direct access to a team of experts that’s been assembled to specifically provide exceptional customer service within their region. The dedicated team includes Ryan Baker, Eric Paffenroth, John Powers, Paul Pritchard and Chad Cooper.

As the PNW Inside Sales Team Member, Ryan Baker is your direct contact at the factory for quotes, order processing, and inside sales support. He is a critical asset in regards to business development, customer service and immediate response requirements for the entire PNW. Chad Cooper is the A&E Regional Manager and can provide an unrivalled level of assistance to the architect and engineer community and is available to assist with design requirements in the PNW.

Business Development Managers, Paul Pritchard and John Powers serve as account managers and business partners to our integrator and distribution customers throughout the region by offering field sales support, project registrations, and competitive pricing. Paul’s region includes Washington, Alaska, and Montana, while John serves Southwest Washington, Oregon and Western Idaho. Business Development Manager Eric Paffenroth’s role is to identify business opportunities throughout the region and share them with our distribution and integrator partners.

“We’re already receiving great feedback about our new team,” Morello says. “Our number one priority is always customer satisfaction and this team’s dedication to that truly shows.”

## PNW SALES & SUPPORT TEAM

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