

## PRESS RELEASE

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## New regional sales manager Ben Seitz strengthens Reliable Controls Sales team

Victoria, BC, Canada - Reliable Controls is excited to announce Ben Seitz as regional sales manager for its Western United States sales region. As regional sales manager, Ben is accountable for the sustainable success of Reliable Controls Authorized Dealers across 12 states, from New Mexico and Montana to Alaska and Hawaii.

Ben brings to the team 27 years of controls and mechanical service experience in various service, sales, and executive management roles. With a BSEE from the University of Idaho, Ben spent 15 years working for Siemens in Idaho, Washington, Oregon, and Alaska. For the past 12 years he has been directly involved with Reliable Controls as the founder and owner of Northwest Service Technologies and then branch manager for Sunbelt Controls in Boise, Idaho. Ben enjoys strategic planning, problem solving, and direct interaction with customers. He is eager to help our dealers in the western United States succeed with Reliable Controls.

"Ben is a long-time friend and partner," says Levi Tully, Executive Vice President of Sales at Reliable Controls. "Throughout his career Ben has developed an empathetic understanding of human experiences in the built environment. He has successfully managed automation enterprises of varying sizes, from start-ups to mature operations. Ben's experience and insight in the complete life cycle of a Reliable Controls Authorized Dealer will prove invaluable to our dealers and our team."

In his spare time Ben enjoys fishing, live sports, and music. He and his wife live in Star, Idaho.



Reliable Controls is a worldwide leader in building automation and controls, with over 240 factory-certified partners in more than 45 countries and a LEED Platinum-certified office and manufacturing facility in Victoria, Canada.

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