CWR Electronics Welcomes Bob Harris

**Bayville, NJ - September 11, 2014** - CWR Electronics is pleased to announce new hire Bob Harris, who will be taking on the role of Outside Sales Representative for the Great Lakes area.

As an Outside Sales Representative, Harris will cultivate new business relationships in the Great Lakes region as a part of efforts to introduce CWR nationwide. "Bob's sales and management background paired with his demonstrated leadership skills will help us expand into this new territory," said Brian Swanke, CWR President. "His representation in the Great Lakes will complement our Southeast Outside Sales Representative, Mark Dew, and help us amplify CWR's presence across the country."

Most recently, Harris worked as a Territory Sales Representative based in the Great Lakes at Donovan Marine. There, he initiated accounts for marine dealers, boatyards and service shops throughout the Great Lakes region. Previously, he was a Technical Sales Representative for the Great Lakes at Pettit Marine Paint, where he continuously increased sales in the territory as well as conducted multiple product seminars and demonstrations. Harris was also a General Manager at Land 'n' Sea Distributing, where he managed a sales team, exceeded sales goals and oversaw various operations for two distribution centers.

Harris's educational background includes Golden West College in Huntington Beach, California and Orange Coast College in Costa Mesa, California.

**About CWR Electronics**

CWR Electronics is a full-service distributor of marine, outdoor, and consumer recreational products. With competitive prices and superior customer service, CWR continues to be a leader in wholesale electronics and outdoor products. CWR provides each of its dealers with the newest products from today's top manufacturers in the industry, with orders shipping directly from the on-site warehouse. As an additional service, CWR will drop ship electronics to your customer, using customized shipping labels and packing slips. CWR is a wholesale-only distributor that proudly serves the marine, fitness, automotive, golf, camping, RV, and hunting industries. For more information about CWR Electronics, call 1-800-527-3306 or visit [www.cwrelectronics.com](http://www.cwrelectronics.com).