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ASA Electronics® Adds Tim Steele to Marine Sales Team

FOR IMMEDIATE RELEASE

ELKHART, IN. – Tim Steele brings his 30 years of sales experience to the ASA Electronics marine division as the new Southeast Regional Sales Manager. Steele will be working to build relationships and bolster sales in a territory of 16 southeastern states. A native Floridian, currently residing in north Georgia with his family, Steele is very familiar with that part of the country and is a great asset in expanding the ASA name.

“Tim brings extensive marine industry experience to our team and begins his role with previously established relationships with our customer base. I am excited to have him as a new member of our team and look forward to continued growth for the Marine Division at ASA Electronics,” marine industry manager, Matt Wood, said.



Steele studied architecture and business management at Florida State College in Jacksonville and has spent the last 10 years as a Director of Sales in the marine market. Steele credits his practical experience with his success in the industry.

“The many years of on-the-job-training sales experience gave me plenty of practice at being a relational problem solver. This allows me to produce a win-win for our customers, which leads to sales growth,” Steele said.

ASA Electronics® has been designing and manufacturing mobile electronic products for the Marine, RV, PowerSports, Agricultural, Construction, Commercial Vehicle, and Bus industries since 1977. Their proprietary brands are JENSEN®, JENSEN Marine®, JENSEN Heavy Duty®, Marine Audio®, Voyager® and ADVENT® Air. ASA is also a distributor in specialty markets for SiriusXM® Satellite Radio and Polk Ultramarine® products. For more information, please visit www.ASAElectronics.com.