SOUTHWIRE LEADERS AT NECA 2025

NORMAN ADKINS, ***CHIEF OPERATING OFFICER*** Norman.Adkins@southwire.com

Norman Adkins is Chief Operating Officer for Southwire with responsibility for the overall profit and loss (P&L) performance of the company. In addition to overseeing manufacturing operations and supply chain management, Adkins is accountable for sales, customer service, research and development (R&D) and all other aspects of the business. This comprehensive scope ensures alignment across all functions to drive growth and deliver results. Adkins joined Southwire in 1998 as director of international sales and manufacturing and has since held numerous leadership positions. He holds a bachelor's degree in industrial engineering from Virginia Tech and earned his MBA with a concentration in finance and international business from the Stern School of Business at New York University.

JUAN HERNANDEZ, ***EXECUTIVE VICE PRESIDENT OF RESIDENTIAL AND COMMERCIAL GROUP*** Juan.Hernandez@southwire.com

Juan Hernandez serves as Southwire's Executive Vice President of Residential and Commercial Group. He started at Southwire in 1997 as an Industrial Engineer. In 2013, he became VP of International Sales, responsible for worldwide sales of the company's wire and cable products and solutions. In 2017, he was promoted to Senior VP of Contractor Solutions. He holds a bachelor's degree in Industrial and Systems Engineering from Monterrey Institute of Technology, and an MBA from Thunderbird/Arizona State University.

RICHARD OGLESBY, ***SENIOR VICE PRESIDENT OF INDUSTRIAL, OEM & INTERNATIONAL*** Richard.Oglesby@southwire.com

Richard Oglesby is Senior Vice President of Industrial, OEM & International. As part of the company's Wire & Cable group, Oglesby provides strategic vision and direction for the Industrial business unit and further develop vertical markets, specification differentiations, and end user relationships. Ogelsby joined Southwire from Gexpro, where served as Division VP in the North Atlantic and Southeast. Throughout his career, he has served roles and positions including outside sales, branch manager, marketing manager and district manager.

DAN JONES, ***VICE PRESIDENT OF NATIONAL ACCOUNTS*** Dan.Jones@southwire.com

Dan Jones is Vice President of National Accounts. As a seasoned executive with over three decades of experience in the electrical industry, Dan has spent more than half of his career with Southwire. He has held various roles such as Retail Sales Director and Vice President of Sales with an Independent Manufacturing Agent. Dan holds a Bachelor of Science degree in Organizational Corporate Communication from Northern Illinois University.

DR. YUHSIN HAWIG, ***VICE PRESIDENT OF APPLICATIONS ENGINEERING*** Yuhsin.Hawig@southwire.com

Dr. Hawig is VP of Applications Engineering and a leader of Southwire CableTechSupport™ Services. She is responsible for the strategic vision to deliver value-added technical services to retail, commercial, industrial & OEM as well as utility customers in North America and globally. She was the creator of the wire & cable industry's very first monthly engineering whitepaper, the Re^{3}™ publication, which has received over 1.2 million readers from its 30 editions since 2021.

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