

NEWS RELEASE

APPOINTMENT OF MARK BRUCE NATIONAL SALES & MARKETING MANAGER – HUMMINGBIRD ELECTRONICS

Hummingbird Electronics is pleased to announce the appointment of Mark Bruce to the newly created role of National Sales & Marketing Manager.

Mark will commence this role on the 1st February and comes to Hummingbird after working for ARB 4x4 Accessories as the State Sales Manager (WA) and REDARC Electronics as the National Customer Development Manager. REDARC Electronics acquired Hummingbird Electronics in May 2015.

Mark is a qualified Auto electrician and has a wealth of experience in servicing the needs of key national distributors, auto electricians, Original Equipment Manufacturers and corporations within the mining sector.

Mark will be responsible for developing Hummingbird sales nationally, growing brand awareness and the product portfolio as well as building on existing customer relationships.

Anthony Kittel, REDARC Electronics Managing Director and CEO said “We are delighted to welcome Mark back into the REDARC family to work with the Hummingbird team. He has an in-depth knowledge of the automotive electrical market that will be of immense value in growing the Hummingbird brand across Australia.”

Norman Ballard, Business Innovation and Founder, Hummingbird Electronics said “Mark brings a passion for customer relationships, his energy and enthusiasm towards the automotive electrical industry will ensure we can continue to offer our customers an enhanced experience through developing relationships and building product usage.”

Hummingbird is renowned for their bespoke product development, unparalleled specialist knowledge and importantly for quality customer service. Based at Taylors Beach, NSW the Hummingbird product range has radio-frequency and GPS based electronic modules, specialising in driver behaviour monitoring and safety-related products in particular for mining and fleet-based applications.

For more information please contact Mark Bruce on 0457 197 257 or Norman Ballard on 1300 155 541 or visit www.hmbe.com.au