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Link to Image: [Dan Williams](#)

Atlona Welcomes Dan Williams to Training and Technical Support Team

Newly formed position will emphasize diverse training experiences for Atlona partners

SAN JOSE, California, April 4, 2024 – [Atlona](#), a Panduit company, continues to ramp up its training program with the hiring of Dan Williams as Regional Technical Specialist and Trainer. Dan brings more than 20 years of AV systems design and technical engineering experience to the newly formed role, which will primarily focus on training Atlona partners in various forms. He reports to Adam Griffin, Director of Sales and Business Development, North America.

Dan's AV pedigree runs deep, taking on roles of increasing responsibility with well-known AV brands over two decades. Most of these experiences found him in customer-facing roles that benefited from his technical knowledge, expertly guiding integrators, consultants and occasionally end users through the systems design journey. He also gained considerable sales engineering experience over the years, working closely with internal sales teams and their customers to develop and program solutions that properly addressed each customer's needs.

Dan will work closely with the North American training team and provide training services online, in the field, and at Panduit's headquarters in Tinley Park, Illinois. The Tinley Park Experience Center offers hands-on training of Atlona products and systems across their core areas of collaboration, connectivity and control. He will also support Atlona's sales operation through his sales engineering expertise, but is most excited about applying his technical knowledge to Atlona's evolving training initiatives.

"Training is a critical function of our industry because it never stands still," said Williams. "There is a constant flow of new products coming to market, and the shift to hybrid learning and workplace experiences has fundamentally changed the ways that people design, install and use AV systems. The ability to gain education on how AV, USB and control systems come together to solve problems is of great significance to the AV and IT integration community."



Dan anticipates that virtual training options will continue to increase, though he sees strong value for customers who opt to attend courses in the Experience Center. “This is an interesting space that offers an opportunity to observe and touch all of our products,” said Williams. “That experience is invaluable to customers who are learning their way around AV over IP environments for example, or have particularly large installations on the horizon.”

“One of the most important responsibilities as a manufacturer is to foster relationships with customers through exceptional service,” said Griffin. “Training is high on that list of key services for all of customers, from the channel straight through to the end user. Dan brings a strong skillset in translating how AV technologies and solutions are applied in our core verticals, and we look forward to his contributions.”

About Atlona

Atlona, a Panduit company, is a leading manufacturer of AV distribution, AV over IP, collaboration, and control solutions. Our core brand vision is to improve technology for the sharing of ideas, through innovative AV products used every day in a wide variety of commercial and educational applications. Atlona prioritizes quality, user experience, simplicity, and management in every product we develop. More information about Atlona is available at atlona.com.

About Panduit

Global connectivity leader Panduit Corp. creates innovative electrical and network infrastructure solutions for applications across the enterprise. Headquartered in Tinley Park, Ill. and operating in 112 worldwide locations, Panduit’s technology leadership and robust ecosystem help support, sustain, and empower business growth in a connected world. panduit.com

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