



## FOR IMMEDIATE RELEASE

### Contact:

Brian Galante  
Dimension PR  
570-898-2224  
brian@dimensionpronline.com

Link to Image: [Steve Bogart](#)

## Atlona Welcomes Steve Bogart as Business Development Manager for North American Education Market

Atlona signs AV and IT veteran to help oversee and expand Education market

**SAN JOSE, California, February 21, 2023** – Atlona, a Panduit company, announces that Steve Bogart will assume the role of Business Development Manager for the Education market in North America effective immediately. Reporting to Adam Griffin, Director of Sales and Business Development for North America, Steve brings his extensive AV/IT experience and sales insight to Atlona, where he will exclusively focus on the K-12 and higher education markets.

Steve joins Atlona following roles at Harman and WolfVision, where he gained extensive AV/IT experience as the company's IT Manager. Adam Griffin says that while Steve's AV/IT experience will bring value to education customers navigating a quickly changing technology landscape, the sensitive nature of the market requires the focus of a trusted advisor that is separate from the dealer channel.

"The strength of the customer relationship is absolutely critical in the education vertical," said Griffin. "Atlona created this position for the purpose of having a customer advocate for the education market. Steve's consultative sales approach strikes the right balance between how technology upgrades align with budgets and developing an effective classroom infrastructure."

That includes specifying and providing solutions for an education market that has undergone significant changes since the pandemic. "The hybrid learning model is here to stay and schools are finding out that some students learn better in a hybrid environment," said Bogart. "Supporting that from an educational perspective will be critical going forward."

One important support component will be the relaunch of Atlona's educational alliance program (Ed Tech VIP), which provides financial incentives to education customers along with design assistance, evaluation gear, technical support and more. "With Steve's input and experience, Atlona is well-positioned to guide customers through all phases of a technology refresh to



modernize learning spaces, including systems design, configuration and installation through to post-launch support,” said Griffin.

#### **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](https://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](https://panduit.com)

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