



ATLONA HIRES MICHAEL CELLURA AS COMMERCIAL REGIONAL SALES MANAGER FOR CENTRAL TERRITORY

SAN JOSE, Calif., May 19, 2015 – Atlona, a leading AV connectivity solutions company, announced today the hiring of Michael Cellura as a regional sales manager for the commercial team. He is based in Austin, Texas and will be responsible for managing Atlona’s commercial sales representatives, direct dealers, and distribution partners in the Central region of the United States.

“We are excited for Michael to join our team,” said Amelia Vrabel, Atlona’s national sales manager for the commercial market. “His experience in AV sales made him an ideal candidate for this position. As our company rapidly grows, we are continuing to bring in top talent.”

Cellura comes to Atlona from Whitlock, an AV integration company, where he spent three years as an account executive. Prior to the account executive role, he spent twelve years as the regional sales manager for digital signage solutions for RMG Networks, a global visual solutions company.

About Atlona

Atlona is a leading provider of innovative, reliable AV and IT distribution and connectivity solutions. Since 2003, the company has been designing and engineering award-winning products for a diverse range of residential and commercial AV and IT markets, including education, business, government, entertainment, and healthcare.

Atlona’s products and services enable system designers, integrators, consultants, and installers to simplify installation, minimize maintenance, and maximize the versatility of premier automated control solutions. Atlona’s vision is simple: deliver customer-driven products designed and developed with the features, performance, and reliability that industry leaders demand; and deliver the best value in the industry. More information about Atlona is available at <http://www.atlona.com> or follow Atlona on Twitter at @Atlona.

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Link to high-res image: [Michael Cellura](#)

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