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RON BAILEY JOINS SMARTPLUG SYSTEMS

SmartPlug Systems, the leading manufacturer of safety-focused shore power delivery systems for the recreational and commercial marine, RV and specialty vehicle markets, has hired Ron Bailey as its new global VP of sales and marketing. He joins the company during a transitional period as incumbent Terry Gilliland prepares his retirement in early 2020. Tony Barber, CEO, made the announcement.

Bailey brings decades of marine and RV manufacturing sales and marketing experience to SmartPlug. Most recently, he was VP of global marine sales and marketing at Dometic and president of Turning Point Propellers. Deeply committed to the industry, he is on the National Marine Manufacturers Association Board of Directors and Marine Accessories and Components Division (MACD). He holds a B.S. degree in mechanical engineering from Western Michigan University and an M.S. in science, business administration and management from Central Michigan University, and is a USCG-licensed captain.

"Ron has demonstrated leadership, vision and success throughout his career," said Barber. "He has a deep knowledge of our core markets and customers, and the ability to transform that insight into actionable results."

"Joining SmartPlug is an opportunity to work with a company that

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places safety before industry stereotypes," said Bailey. "Plus, Tony Barber is an evangelist for his products with infectious enthusiasm."

SmartPlug Systems designs and manufactures safe alternatives to traditional twist-type AC shore power connections. Its state-of-the-art 16A, 30A, 32A and 50A plugs, inlets, cordsets and adapters offer a broad range of benefits, the most significant being reduced electrical resistance and overheating—common causes of boat and vehicle fires. The company holds Canadian CSA, Europe CE, Intertek ETL and US ETL certifications.

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