

## **Madico Adds Seasoned Window Film Professional to Growing Sales and Marketing Group**

*Steve Wood joins leading window film manufacturer to help drive North American sales.*

St Petersburg, FL ([PRWEB](#)) January 23, 2014 -- Madico, Inc., one of the world's leading manufacturers of automotive, solar, safety and security window films, today announced that Steve Wood has joined the team as a key account manager. In his new role, Wood will be responsible for developing new business leads, as well as working with our larger window film customers throughout the North American market.

Wood brings 29 years of experience to the position. Previously, he served as the National Sales Director at HanitaTEK Window Films, where he was responsible for strategic development and sales growth throughout North America. Prior to this, Wood owned five installation companies, four automotive and one architectural in the Dallas and Fort Worth, Texas areas, as a window film shop owner.

“Steve’s energy, experience, professionalism and thorough understanding of the industry will help us to better service our existing clients, and develop key relationships with new contacts throughout the North American market,” said Jeffrey Plummer, senior vice president of sales and marketing at Madico, Inc. “I’m confident that Steve will play a vital role in Madico’s ongoing success.”

Additionally, Steve has extensive international experience both in sales and as a certified installer, for safety and security films as well as attachment systems.

### **About Madico Window Films**

Headquartered in St. Petersburg, FL, Madico Window Films develops, manufactures, and markets technologically advanced laminates. With roots dating back over a century and an unrivaled commitment to quality of design, Madico continues to pioneer industry-first products and processes with a focus on solar control window films for vehicles, homes and commercial property.

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