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ATC Diversified Electronics Names Amy Frere National Sales Manager

Brings more than 20 years of experience in industrial automation, electrical systems, and sales leadership

Newell, W. Va.—October 27, 2026—[ATC Diversified Electronics](#), maker of devices for [automation](#), [motor protection](#), [electrical safety](#), and [power quality](#), has named Amy Frere national sales manager.

In her new role, Frere will focus on expanding ATC's market presence, strengthening distributor partnerships, and developing new business opportunities. She will work with customers and channel partners to support applications for the company's timing, monitoring, and protection solutions.

Frere brings more than 20 years of experience in industrial automation, electrical power systems, controls, and engineered solutions. She has held sales leadership and business development positions with General Electric, Emerson, Rockwell Automation, Siemens, and Virginia Transformer. Her background includes strategic account management, national sales leadership, and distributor development across the oil and gas, petrochemical, power generation, manufacturing, and industrial markets.



Her experience also spans the Industrial Internet of Things (IIoT), remote monitoring, predictive maintenance, and condition monitoring. She has worked with technologies that help industrial customers monitor critical assets, improve equipment reliability, optimize operations, and reduce unplanned downtime. This experience aligns closely with ATC's focus on helping customers address motor protection, power quality, and other operational challenges.

Throughout her career, Frere has developed strong relationships with industrial customers, engineering firms, OEMs, and distribution partners. Her combination of technical knowledge and sales leadership will help ATC strengthen those connections and support customers in selecting solutions for their application needs.

Frere earned a Bachelor of Science degree in Electrical/Agricultural Engineering from Texas A&M University. She is based in the Houston, Texas area.

For more information on ATC Diversified Electronics, visit atcdiversified.com.

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