

At The Forefront Of Technology, Boosting The Bottom Line

ADVANCED TELEMETRY

THE FEATURES



Davis Watkins

As Advanced Telemetry's vice president of commercial sales, Davis Watkins cultivates the company's emerging HVAC&R wholesale distributor sales channel for its industry-leading EcoView Commercial solution. Watkins, a recognized authority in the U.S. sustainable building segment, is committed to helping the HVAC&R industry best meet — and derive profitability from — the massive marketplace demand for affordable, proven effective energy management systems that deliver rapid ROI.

"Davis Watkins is a 20-year industry veteran with a litany of successful blue chip eco-product market launches to his credit and is also widely regarded as one of the preeminent leaders in high-performance climate conditioning systems in the U.S.," said Tom Naylor, CEO and CTO of Advanced Telemetry. "He has been a driving force behind many successful technology-based start-up and fast-growth organizations capitalizing on niche markets."

"I look forward to positively impacting top-line revenue growth and bottom line profitability for Advanced Telemetry through strategic wholesale distribution partnerships that, until now, have not been aggressively pursued," Watkins notes. "My specialty is creating innovative partnership-based business models that dynamically position technology brands in specific marketplace leadership roles, and I intend to do just that as I spearhead the company's distribution sales channel. Advanced Telemetry's EcoView Commercial is truly a best-of-breed business energy efficiency solution and represents tremendous opportunity for the HVAC&R industry to meet massive marketplace demand for affordable and proven effective Energy Management Systems that will also boost their own bottom lines."

From contracting to wholesale supply to manufacturing sales, Watkins brings a 360-degree view to all of his strategies and business dealings. Prior to joining Advanced Telemetry, from 2006-2009 Watkins served as vice president of applied products for Sanyo North America HVAC Solutions. There he established a new and competitive commercial air conditioning division that expanded the multinational company's penetration into the U.S. HVAC market.

From 2004-2006 Watkins was the national sales director for the HVAC Division of Daikin Industries Limited, where he launched a new HVAC sales organization for this multinational segment leader. Upon his departure, division sales were outpacing prior launches in less mature markets. Prior to assuming the national sales manager

role, Watkins joined Daikin as an industry consultant to help develop the initial launch plans for Daikin to enter the U.S. HVAC market.

Watkins was a regional sales manager from 1995-2003 for Mitsubishi HVAC Advanced Products — a division of Mitsubishi Electric & Electronics America. During his term, Watkins transformed a stagnant Central U.S. 20-state region into a sustained growth market for the company for seven consecutive years. Prior to his involvement on the manufacturing sales side of the HVAC industry, Watkins was a parts department manager for a residential/light commercial carrier dealer and also a territory manager for a regional HVAC&R wholesaler.

Watkins holds numerous industry memberships and affiliations, including AHRI, serving as a voting member of the Ductless Committee and a member of USE and ULE, the Refrigeration Service Engineers Society (RSES), ACCA, ASHRAE and Toastmasters, having previously served as chapter vice president.

He is currently enrolled in BA/Business Management program at Florida Institute of Technology and has participated in multiple continuing education programs, coursework and seminars, including various Dale Carnegie modules, Systematic Selling Skills with Dave Gleason, Consultative Selling Skills, Levels 1&2 with Mitsubishi Electric, Successful Negotiations with Mitsubishi Electric, Sales & Distribution Methodologies and Effective Employee Motivation. He currently resides in Atlanta, Georgia.

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