

## **Tabor Electronics names Mr. Mark Nelson of Southern Marketing Associates its 2016 Salesman of the Year**

*Tabor Electronics salesman of the year is awarded to Mr. Mark Nelson for his outstanding work and exceptional results in 2016.*

**Tel-Hanan Israel, January 2017** – Tabor Electronics is proud to announce Mr. Mark Nelson as the winner of its salesman of the year award. Mr. Nelson has been chosen out of hundreds of salesmen worldwide, which are selling the Tabor product line every day, for his outstanding achievement of securing multi million dollars in 2016 orders.

Mark Nelson is an account manager at Southern Marketing Associates, a sales representative of Tabor Electronics in the Southeast region of United States. Prior to his current position, Mr. Nelson worked in the field of Test and Measurement Equipment for over 25 years for several companies including Tektronix, Sypris Test & Measurement, AirNet Communications, Lockheed, and the US Air Force. Mr. Nelson holds a BS degree from Embry-Riddle Aeronautical University.

Mr. Nelson commented: “After years of hard work, 2016 was the year everything came together. We had an opportunity to replace an existing AWG in a large ATE DOD system, and it took the teamwork of Tabor, Astronics, SMA, and the customer to complete the sale. In the end, we were successful and the customer has an AWG that meets their current requirements along with a path forward for future AWG applications. Tabor’s commitment into meeting all of the dynamic requirements was essential to our success. It was an honor to be part of the team that made it happen.”

Paul Bessette, SMA’s General Manager added: “Mark Nelson has been in test instrumentation for all his life, starting from his days in the US Air Force, to currently working as a Southern Marketing Associates Sales Engineer. His drive, determination and resolve has been repeatedly demonstrated by working on projects with manufacturers, such as Tabor Electronics, for opportunities that span years of meetings and communications back and forth between the customer and manufacturer to bring the opportunity to a successful closure. His detail oriented focus and communications along with his strong broad technical knowledge continues to allow him to be extremely successful in his sales role while bringing great deal of value to his customers and manufacturers he represents”.

Shimon Katzav, Tabor’s International Sales Manager: “I am privileged to honor Mark Nelson with this award. Mr. Nelson worked with our teams on this project for three years, during which he played a major role in helping our teams come up with the right solution that would best fit the customer’s tight requirements. I’m looking forward to continue my mutual efforts with Mark to support this long term project and many others to come”.



### **About Southern Marketing Associates**

Founded in May 1987, Southern Marketing Associates provides professional and highly technical representation of electronic test equipment in the southeastern United States. Southern Marketing Associates foundation is based on the philosophy that excellent communication between representatives, customers, and principals achieves maximum benefits for all participants. SMA strives to maintain the technical, political, and logistical expertise that allows the customer to view SMA as a valuable resource to their company. When this level of customer confidence is achieved, SMA becomes an even more valuable resource to our customers and principals.

### **About Tabor Electronics**

Established in 1971, Tabor Electronics has become a world-leading provider of high-end signal sources, featuring: pulse, function and arbitrary waveform generators, high-voltage amplifiers, waveform and modulation creation software. Tabor has earned global recognition for its highly skilled workforce and innovative engineering capabilities. In addition to offering a full range of self-branded instruments, Tabor is also a world-class OEM that private-labels a variety of products for industry leaders. Technologically advanced, featuring the highest levels of performance, reliability, and most importantly, price-competitive, Tabor's products are sought-after in a diverse array of applications.

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