

In the News

FORWARD
SOLUTIONS 

ElectroRep, a Division of Electris360, Expands Leadership Team with Promotions of Two New Sales Directors



Todd Landis will be stepping into a new leadership role within the ElectroRep team as Director – Vertical Markets. Todd will play a key role in further refining and focusing ElectroRep’s efforts within vertical markets that have been identified in collaboration with our manufacturer partners. He will be tasked with developing and implementing strategies for these markets, as well as facilitating collaboration between our ElectroRep teams and our manufacturer partners.

For the past 16 years, Todd has made significant contributions to the growth of market share in the Inland Empire/Palm Desert and Orange County territories through his work as an Outside Salesperson. Todd will be responsible for overseeing the implementation of ElectroRep’s vertical market strategies across the West Region, which encompasses California and Northern Nevada.



Teri Youngblood has been promoted to Director – Outside Sales. In her new role, Teri will be responsible for leading and managing the Outside Sales/Field Sales Team of ElectroRep. She will also play a key role in driving collaboration between ElectroRep and our manufacturer partners.

Teri brings more than 25 years of experience in the electrical industry, with over 11 years of dedicated service at ElectroRep. Her leadership has been crucial in driving market share growth in the San Diego territory as an Outside Salesperson. Teri will now take on a broader role, actively engaging across ElectroRep’s entire geographic coverage area, including California and Northern Nevada.

About Electris360:

Forward Solutions Electrical Division is an outsourced sales, service and marketing organization representing manufacturers in the electrical industry. We help electricians, distributors, OEMs, engineers, and owners/developers achieve their return on investment goals by consulting on innovative product solutions and services.