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# PRESS RELEASE

## AMERICAN WIRE GROUP APPOINTS NADA FILIPOVIC AS VP OF MARKETING, KRISTINA BOROJEVIC AS DIRECTOR OF PR

American Wire Group (AWG) is pleased to announce the appointment of Nada Filipovic as the company's Vice President of Marketing and Communications. As Vice President, Mrs. Filipovic will develop and oversee the execution of detailed marketing plans while collaborating with internal and external stakeholders, ensuring cohesive strategies and alignment of AWG's vision and values.

Since joining AWG in 2020, Mrs. Filipovic has fostered the growth and expanded AWG's marketing efforts across multiple platforms, from social media to website management. Harnessing her twenty years of industry experience, she has successfully increased AWG's brand awareness across the power utility and renewable energy markets, ensuring AWG is recognized as a trusted source for customers.



Kristina Borojevic has also been appointed as Director of PR and Communications at AWG. In her role, Ms. Borojevic will be responsible for internal and external communications strategies, digital storytelling and content creation that strategically align with the company's mission, and working to uphold and enhance the company's brand identity.


Since joining AWG in 2022, Ms. Borojevic has specifically focused on increasing AWG brand awareness through compelling social media strategies, including video storytelling, educational content pieces, promoting AWG at various industry trade shows, and creating compelling branded advertisements across industry publications.



"We are thrilled to celebrate the strength and success of the marketing group with the promotion of both Nada and Kristina," said Norman Russell, Chief Revenue Officer at AWG. "With this new Marketing organization, AWG is positioned to accelerate growth in the markets we serve and continuously evolve as an organization."

Mrs. Filipovic will report to Norman Russell, while Ms. Borojevic will report to Mrs. Filipovic in her new role.

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