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# **Watkins Brings 25 Years of Experience to Expanding CEI Sales Team**

**Newington, VA – July 10, 2009** – Communications Engineering, Inc. (CEI) announced today that it has made another addition to its growing sales team by naming broadcast industry veteran Rick Watkins as sales representative. Watkins comes to CEI with more than 25 years experience in network television news, broadcast production, and broadcast equipment sales.

Watkins will be responsible for a variety of CEI clients, including TV stations and networks; houses of worship; post-production facilities; colleges and universities; and other media outlets. CEI and its subsidiary, CEI Sales, LLC, which focuses on product sales, have seen rapid increases in their business in recent years, and the company has kept pace by doubling its sales group in the past four months.

Before coming to CEI, Watkins served in several positions for the National Press Club in Washington, DC, including director of Technical Services. Previously, over a 22-year period he held production, editing and technical managing positions for Avid and ABC News, supervising production and technical staff on programs such as *ABC News Nightline*, *20/20* and *World News Tonight*. He later served as an account manager for Sony and Professional Products, Inc., working with a wide range of broadcast and production clients.

“We’ve been moving quickly to bring in the quality people we need to keep up with our expanding sales, and Rick is exactly the kind of person we wanted to bring on board,” said Phil Whitebloom, Vice President of Sales and Marketing for CEI. “He has an excellent combination of technical and account management experience that allows him to understand our clients’ challenges and requirements, so he will certainly be a great asset to the team.”

### **Background:**

CEI, located in Newington, VA, is a leading, award-winning broadcast and multi-media systems integrator. The company also offers complete equipment service, support and training, and supplies products and services to a wide range of commercial clients and non-profit businesses. Federal agencies and government organizations can be supplied through GSA. CEI has helped to define the leading

edge of systems engineering and implementation for the communications industry since the mid1980's.

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