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PWI Expands Business Development Department with New Hire

February 9, 2022: After record growth in 2021, PWI, Inc. adds decades of business development experience with the hire of Mike LaPine.

“I’m really excited to work with the team here at PWI,” says LaPine. “I’m ready to start connecting with customers so I can hit the ground running.”

LaPine was most recently at Global Parts in Augusta, KS before joining the PWI business development team as the Business Development Manager.

“Mike is going to be a valuable addition to the sales team,” says Robi Lorik, President and CEO of PWI. “Our sales have been increasing despite the challenges that all businesses face today.”

“I’m really looking forward to working with the staff here, it already feels like a family,” says LaPine. “PWI parts are a quality product and most customers are already familiar with their benefits, so I anticipate having a lot of good conversations.”

LaPine has more than 15 years of experience selling aviation parts, specializing in Beechcraft and Bombardier products.

“Mike is going to help us continue to grow so we can meet the needs of our diverse customer base,” says Lorik. “We have expanded our product development as well as adding more than 50

different aircraft to our FAA approved parts list, so we've been keeping very busy. Mike is going to be integral in handling the volume that we anticipate in 2022."

PWI is the OEM for most King Air interior lighting and was the designated OEM of fluorescent lighting for business jets. Aviation products can be purchased through our growing authorized dealer network. For more information contact PWI at +1-316-942-2811 or contact sales, at sales@pwi-e.com.

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