



# Bill Pote

## Founder & CEO

Bill founded the company in 1998 with a mission of selling reasonably priced test & measurement cables, with fast deliveries. Today the company's diverse product offerings serve a wide variety of markets beyond the test bench, with a mission of being "Number One in Customer Trust." Bill's prior experience includes ten years at a competitor. Bill holds both a BSBA and MBA from Saint Joseph's University in Philadelphia. Bill is a member of the board of directors for East Stroudsburg University's Center for Research and Economic Development. In his free time, Bill attempts to play guitar, hikes with his dog, Blaze, assists with charities, and spends time with great friends and family.