

LEADER BIOS

FORWARD SOLUTIONS

Joe Orednick - President and CEO of Forward Solutions



As President / CEO of Forward Solutions, Joe brings over 30 years of industry experience helping manufacturer partners, distributor customers, and end users achieve sustainable growth. With his leadership across all divisions, he provides a clear vision for establishing a culture of integrity, accountability, continuous improvement, perseverance, and teamwork geared to deliver the highest level of customer value.

Kelly Boyd - President of Forward Solution's Electrical Division



Kelly Boyd is an experienced leader in the electrical industry with over 20 years of expertise. He helps customers achieve their business goals by partnering with strategic allies and focusing on technology, market trends, and industry leadership.

Kelly holds a bachelor's degree in economics with a minor in finance from the University of Iowa and is a Certified Professional Manufacturers Representative (CPMR) from Arizona State University. He is passionate about using new technologies to drive growth and development in the electrical market.

Dedicated to innovation and exceptional service, Kelly has collaborated with manufacturers and distributors to create new business opportunities.

Bill Devereaux – Vice President of Forward Solution's Electrical Division



With over 30 years in the electrical industry, Bill Devereaux is dedicated to exceptional service and innovative solutions. He focuses on understanding and meeting each customer's unique needs.

Bill is known for his willingness to meet clients anywhere, anytime, to develop creative solutions. He values strong relationships and is committed to finding the best outcomes for his clients.

Bill holds a liberal arts degree from Briarcliff University and is a Certified Professional Manufacturer's Rep. He has been Chair of NEMRA and on its Executive Committee for nine years.

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Skip Watson- CEO of Fields Electrical Sales



Raymond "Skip" Watson is the CEO of Fields Electrical Sales, a leading company in the electrical channel since 1934, serving customers in Ohio, West Virginia, Michigan, Southwest Virginia, and Western Pennsylvania. With several years at the helm, Skip has dedicated his career to establishing long-term relationships with manufacturing and distribution partners in his territory.

Skip's leadership has been pivotal in growing the company to 37 employees. He focuses on strong relationships and creative problem-solving. His commitment to the industry and his partners is evident in Fields Electrical Sales' success and reputation.

Under Skip's guidance, Fields Electrical Sales continues to thrive, upholding a tradition of excellence and service that dates back to 1934. Skip's strategic vision and dedication to his team and clients have made him a respected leader in the field.

Paul Staten- President of Fields Electrical Sales



With a career spanning decades, Paul Staten is a seasoned professional in the electrical industry. A licensed master electrician since 2004, Paul is dedicated to delivering exceptional service and innovative solutions, understanding and meeting each customer's unique needs.

Paul's inspiring journey began in 1995 as a Branch Manager at WVA Electrical Supply. He then served as a Senior Sales Representative with Graybar for 15 years, where he not only honed his skills but also built strong client relationships. Now, as the President of Fields Electrical Sales, he continues to inspire with his focus on creative solutions and outstanding customer service.

Paul's degree from Ashland Community and Technical College provides a solid foundation for his professional endeavors.