



Tim Crader Joins Smart Wire Grid, Inc.

OAKLAND, CALIFORNIA, USA, September 3, 2013 /EINPresswire.com/ -- [Smart Wire Grid, Inc.](#), the leading innovator in power flow control technology, today announced that Tim Crader has joined the Company as Vice President, Sales and Marketing. Crader was previously the North Region Director – Solutions Growth and Strategy for GE’s North American Smart Grid Business segment. From 2005 to 2010, he was VP of Global Sales at HP/EYP – Critical Facility Services.

"We continue to grow our team of industry leaders, innovators, and creative problem solvers. We are very excited to attract Tim's caliber of expertise and energy," said Woody Gibson, Smart Wire Grid's Founder and COO. "SWG is committed to delivering the best technology solutions to the transmission industry, and that requires the best in terms of our people."

The addition of Crader comes at a time of rapid growth for SWG. Over the last several months the pull for Smart Wire Grid's technology has ramped up significantly with projects being proposed in the US, EU, Korea, Indonesia and India.

"I am very excited to join Smart Wire Grid at this time of tremendous growth in flow control technology," said Crader. "My goal is to extend the reach of the company's offers within the industry and deliver consistent, predictable and repeatable results."

"As we continue to broaden our leadership team, and expand our presence in the market, we are very pleased to have a proven industry leader like Tim join our team," said Stewart Ramsay, CEO. "It is further demonstration of our commitment to building a great team. Tim joins our other recent additions:

Paul Phillipsen – Manager of R&D, who comes to us from the aerospace industry, bringing great insights into how to move quickly from concept, through prototype, to high quality finished product. His experience in satellite development enhances our understanding of "zero maintenance" products.

Frank Kreikebaum, Ph.D. – Senior Engineer, who comes to us from Georgia Tech where his Ph.D. work was focused on power flow control using SWG's technology. Frank brings with him a healthy dose of industry experience as well as his stellar academic credentials and knowledge of applied R&D.

Vijay Kuppa – Senior Power Electronics Engineer, whose skills in power electronics and supporting systems has paid immediate dividends in streamlining, simplifying and hardening

our next generation products. Vijay's knowledge and experience in the development of intelligent technologies for the energy industry are a great addition to the team.

As we continue to grow we will continue to add the best talent to our team."

Smart Wire Grid, Inc. is a mature, fast growing, well-funded start-up company located in the San Francisco Bay Area, producing innovative technology solutions for the electric transmission and distribution industry. Our dynamic team of scientists, engineers, project managers and professional staff collaborate with universities, utilities and manufacturers to deliver ground breaking technology for intelligent power flow control, visualization, and situational awareness.

Smart Wire Grid's field-proven technology converts the existing transmission lines into "Intelligent Assets" that can bring extensive monitoring capability, regulate power flow and effectively shift power from highly loaded segments to under-utilized portions of the system.

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