



ULE Group Appoints Wendi Ayers as Senior Vice President, Business Development

Experienced construction and electrical distribution sales leader to support ULE Group's national expansion and growth in large-scale infrastructure markets

HAUPPAUGE, NY, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- [ULE Group](#) has announced the appointment of Wendi Ayers as Senior Vice President, Business Development, strengthening the company's leadership team as it expands into new markets and pursues large-scale infrastructure opportunities nationwide.

"Wendi Ayers brings more than 25 years of construction and electrical distribution sales leadership to this role, and she will be a key part of how we grow into a national strategic partner on large-scale infrastructure projects," said Danielle Pirrone, President and Chief Operating Officer of ULE Group. "Her industry expertise, relationship-driven approach and experience developing new markets make her an important addition to our team as we continue to expand our reach and capabilities."

"What excites me most about this next chapter is the opportunity to join an outstanding team at ULE Group," said Wendi Ayers, Senior Vice President, Business Development of ULE Group. "I'm honored to be part of an organization with such great people and a strong vision for the future. As Senior Vice President of Business Development, I look forward to helping lead our growth strategy, expanding relationships across the industry, creating new opportunities, and contributing to the continued success of the ULE Group organization."

Ayers joins ULE Group from WESCO International, where she held multiple sales leadership positions since joining the company in 2019, most recently serving as Senior Director, Construction Sales, Northeast Great Lakes. Prior to WESCO, she spent two decades at Graybar Electric, advancing through a series of increasingly senior sales leadership roles.

Throughout her career, Ayers has built extensive experience across both sales and operations, providing a broad perspective on developing new business, strengthening customer relationships and delivering results across diverse markets.

Based in Michigan, Ayers is recognized for her authentic leadership style and commitment to building lasting relationships. In her new role, she will lead ULE Group's business development efforts in new markets and large, complex infrastructure projects across the United States, with a

focus on high-growth industry verticals.

Ayers will also spearhead new-market origination, developing accounts and territories beyond ULE Group's existing footprint. Her appointment supports the company's strategy to expand its geographic reach while building on its momentum as an independent, service-driven electrical distributor.

About ULE Group

ULE Group is one of the nation's largest independent distributors of electrical, lighting, power, and switchgear supplies. Founded in 1998 in New York, family-owned and operated ULE Group quickly became the trustworthy partner of choice for top contractors in the New York Metropolitan area and has successfully grown its portfolio to include landmark construction projects throughout the United States. Their superior service, honesty, and commitment to being the partner that will get the job done is evident in their delivery of unparalleled products and services for large scale, time-sensitive projects. ULE Group's dedicated and experienced employees have managed and supplied some of the largest, most complex commercial and residential construction projects in the country. Their extended network of professional partners has decades of experience in electrical, switchgear, power, and lighting, to handle any project. ULE Group is Powered by Partnerships.

To explore ULE Group's comprehensive range of solutions and products, visit <https://www.ulegroup.com/>.

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