

For Immediate Release



Protection 1 Names Rob Barker New General Manager for Las Vegas Branch

Industry Veteran Brings 18 years' Experience to Protection 1

Chicago, IL – May 13, 2016- Protection 1, the premier full-service business and home security company in the U.S., today announced that it hired Rob Barker as its new General Manager in Las Vegas, NV. Barker will report to Regional Vice President Joe Longfield.

"Rob joins P1 and brings 18 plus years of local sales and operational security expertise to the Las Vegas office," commented Longfield. "His coaching and development skills will help the Las Vegas team continue their history of solid operational delivery while driving additional sales growth."

Barker started his career in the security industry in 1997 as a residential lead installer prior to transitioning to a sales representative position. Over the years, he held various positions ranging from residential sales manager and installation manager to area sales manager and area general manager.

As area sales manager, Barker researched best practices to develop sales strategies for success, improved his area's ranking from 88% to 99% in a one year time period, and secured the highest number of resale units at 118% to plan. As a general manager, Rob formulated business plans to reduce costs, targeted sales growth in specified market share targets and developed performance improvement plans to improve sales effectiveness.

In his new role with Protection 1, Barker will be responsible for managing the day-to-day operations for the branch, which has commercial and residential sales activities. He will also oversee the quality and production of management and non-management personnel and direct and supervise effective procedures to maintain or exceed Field Operations metrics.

"I believe that developing and mentoring my team is one of the most important parts of leadership," said Barker. "I am excited to work with every employee, helping each to enhance their skills to achieve their goals. I look forward to engaging with the Las Vegas team and to sharing a successful future with them!"

About Protection 1

Protection 1, the premier full-service business and home security company in the U.S., provides installation, maintenance, and monitoring of single-family home security systems, business security systems and multi-family security systems.

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Protection 1 serves over two million customers and employs more than 4,000 people in more than 90 office locations and five UL Certified monitoring centers across the country. The company has a 97.3% customer satisfaction rating and an A+ Better Business Bureau rating.

Protection 1 also offers network management services through its Network Operations Center and is the only company in the security industry to hold Cisco Cloud and Managed Services Express Partner Certification.

The company has been recognized by leading industry publications and agencies for its commitment to its customers, the industry and the communities it serves. For other Protection 1 news, visit P1newsroom.com

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