



**Mission Critical Electronics appoints new President at Power Products™  
and the Network and Industrial Business.**

**Huntington Beach, CA – January 7, 2021** – Mission Critical Electronics (MCE)—a company dedicated to keeping the world energized and ready by delivering power solutions where quality and responsiveness matter—announces the appointment of **Mark Kroh**.

Mark Kroh has joined MCE as president of Power Products and the Network and Industrial Business (comprised of American Battery Charging and Newmar Power). Spending 27 years with Motorola Solutions, Mark primarily was focused on the LMR and Data Networks businesses, selling both to enterprise and public safety customers. As an officer of the company, he was fortunate to oversee large strategic businesses including North America channel sales, global channels, and strategy for Motorola Solutions. That experience was followed by 4 years with BearCom, the industry's largest LMR integrator and solutions provider that serves dynamic enterprises across multiple industries. He began in 2016, first as President then transitioned to CEO shortly thereafter, and most recently served as a member of the board.

Mark has earned a solid record of growing businesses, developing teams, and building strong relationships. Mark's broad skillset and extensive understanding of the LMR industry positions him to have an immediate impact on the company's success.

"Mark is a welcomed addition to the Power Products team. His deep understanding of the LMR industry will allow him to move seamlessly into the role, while continuing to maintain focus on the support of our customers, dealers, and partners. I'll be working closely with Mark during this transition period and will then migrate into a special projects support role moving forward," said Barry Culbertson, previous president at Power Products. [www.powerproducts.com](http://www.powerproducts.com)