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Press Release
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CHRIS KLEIN:

Starin announces Education Technology Market Development Manager Chris Klein joins Starin's growing Education division as their newest member of Starin's Market Development Team. Previously at SMART technologies, and as Vice President of LearnPad, an education tablet solution, Klein brings impressive experience to Starin. "We are very excited to have Chris. Not only is he steeped in classroom technology he's been a teacher as well, so he knows the challenges and what is involved in adopting to new technologies." Noted Neal Weber, Starin Vice President of Sales and Marketing.

Klein remarked: "Starin's focus on the whole customer and not just the product was something that I had been looking for. They really focus on the relationships with their users, not just the transaction of the sales."

"Helping take a dynamic product into a new market for Starin was very appealing. Working "with" them to build this new channel is exciting and will be very rewarding for myself, the company, and ultimately educators."

Founded in 1988, Starin has grown from a small Midwest based organization to North American coverage. Jim Starin, founder, built the business by empowering the team from management to all associates through principle-centered responsibility. The company is now majority owned by its employees, creating a culture of accountability and engagement.

Fundamentally, a Business Development firm, Starin performs Market Development, Channel Management and Demand Generation functions for the associated brands. This is accomplished most effectively via a high degree of Brand Synergy. Starin also works with focus for Opportunity and Profit center development for its resellers, integrators and other outlets for professional and commercial audio/video. Starin maintains 100,000+ SF of warehousing to accommodate available inventory and quick delivery of solution-based products.

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