

# NEWS Release

*FOR IMMEDIATE RELEASE*

## **Contact Information**

Brian Galante  
Dimension PR  
207-494-8428  
brian@dimensionpronline.com

## **Dielectric International Sales Director Sails into Retirement**

*Aloha means hello and goodbye: Dielectric welcomes longtime RF sales expert John Macdonald as Federico d'Avis transitions to part-time role*

**RAYMOND, Maine, July 22, 2020** — Dielectric announces the retirement of Federico d'Avis from his full-time International Sales Director position, capping a successful multi-decade career in RF and microwave sales. Federico will remain with Dielectric as a part-time consultant as the company welcomes John Macdonald to the role he vacates.

Federico was responsible for Dielectric's growth in the CALA region and Canada over 12 years with the company. He substantially raised Dielectric's visibility and market share in these regions, and was responsible for the company's largest regional projects. He also built partnerships in many countries that helped Dielectric get closer to its customers. This notably includes Brazil, where he established local manufacturing agreements to eliminate high import expenses, and minimize RF and antenna costs for Brazil's broadcasters.

Federico's sales achievements include complete RF and antenna systems for TV Azteca's national ATSC DTV network in Mexico; an 8-channel FM radio antenna and dual-manifold combiner for CRP Medios y Entretenimiento in Peru; and multiple TV channel relocation projects for Canada's recent DTV Allotment Plan, which reconfigured the 600 MHz band.

Federico joined Dielectric in 2009 after spending nearly two decades in microwave antenna sales with Gabriel Electronics and Radio Waves, covering the CALA region. Each company's specialization in antenna systems made the transition to Dielectric a natural career step. Federico looks forward to spending more time with his grandkids and hitting the bicycle trails, though he is excited to remain with Dielectric part-time. He will continue to communicate with his Dielectric colleagues and advise on key projects, and assist with John Macdonald's onboarding process.

"This was precisely the right time to slow down," said d'Avis. "Dielectric is a special company in many ways, but the quality of their products, the company leadership, and the talented staff made my 12 years here unlike any other professional experience. I'll miss seeing my customers and traveling to the countries where I spent my career. I do very much look forward to more downtime and enjoying the fruits of my career-long efforts."

John Macdonald is no stranger to the broadcast industry, having spent more than 30 years with Broadcast Electronics, Thomcast, and most recently Nautel. His entire career to date

has emphasized sales and support of over-the-air transmission systems in global markets including the CALA region, which made him the ideal candidate to fill Federico's shoes. John will report to Jay Martin, Vice President of Sales, Dielectric, effective August 3<sup>rd</sup>.

"I have had the pleasure of working with Federico since 2015 and it has been a privilege," said Martin. "His passion radiates whether meeting with customers or discussing grandchildren. He established many close industry relationships, and is a strong advocate for Dielectric and our customers. Federico's caring, compassionate attitude is what makes him such an amazing person, and his presence will be sorely missed. Thank you Federico, and enjoy!"

"It has been a pleasure to work, travel, and get to know Federico over the past 12 years," said Keith Pelletier, Vice President and General Manager, Dielectric. "He is a man of integrity, and we could always count on him to carry the Dielectric flag in his markets. He built enduring relationships and landed several large and unique jobs in his territory. The world would certainly be a better place if it had more people like Federico. It will be tough to see him go, but we are encouraged by knowing he will spend more time with his wife Melanie and his family, as he deserves."

"With Federico's departure, we are very excited to welcome John Macdonald to the company," adds Pelletier. "His track record of sales success, depth of transmission expertise, multilingual fluency, and strong relationships and experience in the CALA region will allow him to build on the foundation that Federico leaves behind."

### **About Dielectric**

Based in Raymond, Maine, **Dielectric LLC** is a wholly owned subsidiary of Sinclair Broadcast Group. Dielectric is a leading provider of innovative broadcast products. Now celebrating its 78<sup>th</sup> year of operation, the company builds and delivers antennas and RF systems optimized for every TV and FM radio broadcast need since 1942. Dielectric is an innovative, customer-centric organization with a long history of engineering excellence in designing and manufacturing high-quality broadcast solutions. As a trust partner of broadcasters worldwide, Dielectric maintains its legacy of advanced, precision RF solutions while building in features that prepare broadcasters for the future. More information can be accessed at [www.dielectric.com](http://www.dielectric.com)

###