



Richard Wade

Richard Wade serves as Metro Wire and Cable's Southeast Regional Sales Manager. Since joining Metro in 2003, Richard has grown the product offerings, customer base, and solutions provided to customers along the Southeast corridor of the United States, from Texas to Virginia.

Shortly after graduating from Baptist University of America, Richard became a high school Political Science teacher in his home state of Texas. At this time, he was also the high school head football coach, winning a State Championship in one of his final years of teaching and coaching.

Enjoying teaching but also looking to follow a passion of consultative selling, Richard started in the electrical distribution industry in the late 1980's. With nearly 30 years specifically in the wire and cable distribution industry, Richard progressively assumed more responsibilities and has served in key management roles in various capacities during this time.

His vast experience makes him uniquely qualified to provide the superior service and attention to detail that our customers expect. "My favorite aspect of the job is working with customers on large projects or emergency deliveries," stated Richard. "Coming in on the weekends, staying late at night, or opening the building early in the morning is not uncommon, and if that's what we need to do to take care of our customers, that's what we are going to do."

Richard and his wife (Colleen) live in the greater Atlanta suburbs. In Richard's spare time, he enjoys golfing, vacationing with family and friends, and being outdoors (fishing/boating).

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