

For Immediate Release

DW[®] Promotes Industry Expert as Regional Sales Manager
Scott Cappelletti has unparalleled experience with DW Products and the video surveillance market in the Northeast United States.



Scott Cappelletti

Cerritos, CA (April 24, 2025) – [Digital Watchdog](https://www.digital-watchdog.com) (DW), the industry leader in digital recorders, surveillance cameras, system peripherals and related management software, announces the appointment of security industry veteran Scott Cappelletti as a Regional Sales Manager to the New England region of the United States and Eastern Canada. Scott, who helped empower DW's integration partners across the northeast to do more with their surveillance solutions, will use his 27 years in the industry and his growing online presence to help DW partners create partnership opportunities and train users in the latest DW technology and solutions.

"I have always had a passion for Digital Watchdog, both for its products and its people. For most of my life, I have been selling Digital Watchdog products in one way,

shape or form." Says Scott Cappelletti, Regional Sales Manager. "Securing a position at DW, let alone a sales position is a dream come true for me. I am ecstatic to show the world both what I and this company can do."

"Thank you to all of our customers for partnering up with us. Thank you to our manufacturer representatives for being our eyes, ears and mouths on the street. Thank you to everyone at DW Corporate for keeping this train moving along. Thank you to DW Leadership for the opportunity to allow me to do what I love to do, share my love and passion for technology with the world."

Before Joining DW, most recently, Cappelletti was the manager of the Anixter branch in Westwood, Massachusetts, where he developed customer loyalty through training and incentive programs. Before that position, he was the business development manager for Anixter corporate. Cappelletti developed his knowledge of Digital Watchdog products as a regional sales manager for Paladin Sales Group and Synergy Marketing Consultants. He has held sales leadership positions with Xtel Partners and Global EPoint. Cappelletti began his career working inside sales for ADI.

"No one has been a better advocate for Digital Watchdog than Scott. The company has benefitted from his exceptional product knowledge and enthusiasm for many years," said Steve Adamczak, Vice President of North American Sales, DW. "We look forward to his positive impact as a regional sales manager."

ABOUT DIGITAL WATCHDOG

DW[®] Press Release

Founded in 1987, DW is a leading manufacturer of NDAA/TAA-compliant complete surveillance solutions, delivering easy-to-use, resource-saving artificial intelligence (AI), stunning image quality, advanced hardware capabilities, superior video management, reliable customer support and the lowest total cost of deployment for cloud-managed IP megapixel, Universal HD over Coax megapixel, and legacy analog applications. DW's catalog includes perimeter protection devices, including motion detectors, illuminators and speakers, as well as an NDAA-compliant elevated skin temperature system. With offices in Cerritos, California and Tampa, Florida, and manufacturing facilities in Seoul, Korea, DW is committed to delivering powerful security solutions to its customers worldwide.

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