

**FOR IMMEDIATE RELEASE**

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**DEFENDER Direct hires two senior-level professionals for its Operations team**

*Addition of a VP of Strategic Alliance and Regional VP of Operations position the company for growth*

INDIANAPOLIS—DEFENDER Direct, a leading dealer for top brands in the residential security products and satellite business including [ADT](#) and [DISH Network](#), announces new appointments to its management team. The addition of a vice president of strategic alliance position and a regional vice president of operations position postures the company for continued growth and expanded business focus in the home solutions industry.

The new executive-level additions consist of:

**Joe Dunn, vice president of strategic alliance**

Joe Dunn manages and develops key business relationships with industry partners. Prior to his current role, Dunn served as associate director of championship presentations for the NCAA where he managed strategic business relationships and championship events such as the Men's Final Four ancillary events. He has 16 years of experience developing, managing, and strategically growing business in the professional corporate marketplace. Dunn received both his bachelor's degree in recreation and sports management and master's degree in sport management from Indiana State University.

**Robert Fasick, regional vice president of operations**

Robert Fasick draws upon more than 20 years of sales management to drive DEFENDER Direct's regional performance through established systems and processes while developing leaders. His position will also require him to develop, plan and implement strategic initiatives to increase sales and revenue. Fasick earned his Bachelor of Science degree in finance and Bachelor of Arts degree in economics from Illinois State University and his Master of Business Administration from Loyola University of Chicago. Fasick has previously worked for Charles Schwab, JC Property Inc/KB Management LLC, and Relationship Management Services, LLC.

"We are excited to welcome Joe and Robert to our DEFENDER team," said Jim Boyce, chief operating officer for DEFENDER Direct. "The experience and skills they each bring position us to further grow our business lines and expand our services into other industries."

For more information on DEFENDER Direct, please visit [www.defenderdirect.com](http://www.defenderdirect.com).

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**About DEFENDER Direct**

Since its inception in 1998, DEFENDER Direct has emerged as a leading dealer for a prestigious portfolio of home security and digital communication brands including [ADT](#) and [DISH Network](#). As a result of its unprecedented growth the company has expanded its residential services offering to include [True Energy Smart Air](#), an HVAC company offering Carrier products. And it continues to operate the DEFENDER [Outsourced Sales Center Division](#), which offers business clients its inbound sales expertise to improve consumer lead acquisition. DEFENDER employs more than 2,000 team members across the country with more than 120 branch offices nationwide. DEFENDER Direct is recognized as one of the fastest growing companies in Indiana. For those interested in joining the DEFENDER team, or for more information about the company, visit [www.defenderdirect.com](http://www.defenderdirect.com)