

**FOR IMMEDIATE RELEASE**

**Contact:** Nancy Eaton

**Phone:** 918-286-1288

**Email:** neaton@optronicsinc.com

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**Erica Matthews Promoted to Optronics Vice President of Sales**

Tulsa, Okla., USA (April 14, 2026) — Optronics International, a leading manufacturer of vehicle harnesses, electronic control systems and LED lighting for the global transportation industry, is excited to announce the promotion of Erica Matthews to vice president of sales, effective immediately. A dynamic and results-driven leader, Matthews will spearhead the company's sales strategy, fuel revenue growth, and strengthen customer partnerships across key markets.

Matthews brings a powerful track record of performance and innovation to her new role. Over her tenure with the company, she has consistently proven her ability to deliver results — particularly through securing some of the company's most significant accounts — demonstrating both strategic insight and consistent execution. Most recently serving as director of sales, Matthews played a critical role in driving strategic initiatives and elevating the customer experience.

“Erica's energy, vision, and relentless focus on results have made a tremendous impact on our organization,” said Mat Jenkins, president and chief executive officer of Optronics. “She understands our customers, knows how to lead winning teams, and isn't afraid to push boundaries. We're thrilled to have her leading our sales organization as we continue to grow and innovate.”

In her new position, Matthews will focus on accelerating sales performance, expanding into new markets, and strengthening the company's position as a trusted partner in the global transportation industry. Her leadership will be key in aligning sales strategy with evolving customer needs and industry trends.

“I'm incredibly excited to take on this new role,” said Matthews. “This company has an amazing team and a strong foundation, and I'm energized by the opportunity to build on that momentum. Together, we're going to drive growth, deliver value to our customers, and take our sales organization to the next level.”

Matthews joined Optronics in 2013 as part of the finance team. In her former role in credit management, she developed an excellent rapport with our customers which served as a

springboard into sales. She is known for her strategic mindset, collaborative leadership style, and passion for developing talent. Matthews' promotion reinforces important principles within the Optronics organization: sustained effort, continuous learning, and ownership.

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**About Optronics** As the fastest-growing vehicle lighting and harness manufacturer in the U.S., Optronics International attributes its success to delivering better value, better options and better systems to its customers. Founded in 1972, Optronics International is a premier worldwide manufacturer and supplier of branded industrial and commercial vehicular safety lighting products and premium, custom electrical wiring harnesses for commercial vehicle applications. The company specializes in electrical system and harness design and interior and exterior LED and incandescent lighting for heavy-duty on- and off-highway vehicles, armored couriers, light-to medium-duty trailers, specialized vocational equipment, transit vehicles, RVs and marine equipment. The company's patented USA-PLUS system provides the most advanced molded harness connections available in the market. The Optronics product catalog is among the most extensive in the industry. Optronics is headquartered in a 200,000-square-foot, ISO 9001-certified manufacturing, distribution, research and development facility on a 17-acre campus in Tulsa, Oklahoma. It has a 1,000,000-square-foot, IATF 16949-certified manufacturing facility in Annan District, Tainan, Taiwan. The company also has a manufacturing and distribution facility in Goshen, Indiana, and a wire harness manufacturing plant in Winnsboro, Texas. Learn more at [www.optronicsinc.com](http://www.optronicsinc.com).



Erica Matthews, Vice President of Sales  
Optronics International