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Flux Power Appoints Kelly Frey as Chief Revenue Officer

Seasoned Global Sales and Marketing Executive to Lead Next Phase of Company Growth

VISTA, Calif.--(BUSINESS WIRE)-- **Flux Power Holdings, Inc.** (NASDAQ: [FLUX](#)), a developer of advanced lithium-ion energy storage solutions for electrification of commercial and industrial equipment, today announced the appointment of Kelly Frey, a seasoned global sales and marketing executive, as Chief Revenue Officer of the Company, replacing Tod Kilgore who has announced his retirement effective January 31, 2025. Mr. Kilgore will remain with Flux Power in a consulting role as mutually agreeable to help facilitate the transition.

Kelly Frey brings over 20 years of experience as a sales and marketing leader, including roles ranging from startups to Fortune 100 companies. His executive leadership focus has primarily been in marketing and sales in battery and energy storage, SaaS industrial, and IoT industries. Kelly's diverse experience in global environments include working for public companies, venture capital, and private equity backed companies. Kelly possesses deep expertise in building and coaching high performance global sales teams, driving revenue and profitable growth, instilling a culture of accountability including disciplined pipeline management, and forecasting.

Before joining Flux Power, Kelly held leadership positions in renewable energy at Fluence Energy, transportation and logistics at Descartes Systems Group, telematics at Verizon/Telogs, and enterprise sales across computer technology at OnX. His pipeline management has been focused on prospecting and initiating opportunities, advancing through the stages of engagement, and addressing challenges to advance opportunities. His channel experience includes direct to customer, OEMs, resellers, and distributors. He is customer-centric focused, seeking to deeply understand customer needs and building relationships, not just transactions.

"On behalf of our board and management team, I would like to welcome Kelly as our Chief Revenue Officer, and we are privileged to have someone of his caliber and experience as our CRO," said Ron Dutt, Flux Power Chief Executive Officer. "Kelly will be responsible for overseeing and driving our revenue generation strategies, aligning sales, marketing, and pipeline management to ensure cohesive and effective growth. He will focus on sales, price optimization, expanding our market reach, and improving customer retention, playing a key leadership role in maximizing revenue potential and sustaining long-term growth."

"I would like to thank Tod for successfully acquiring and maintaining long-term customers to advance our business from startup to Fortune 500 customers. Tod has committed to a successful transition of sales leadership, particularly with our core customer base," concluded Dutt.

Mr. Frey added, "I am excited to be appointed as CRO for our next phase of business growth with a pipeline of orders and new customer opportunities combined with cash profitability improvement initiatives. I look forward to working with Ron, the senior leadership team, and our sales and marketing team as we continue to execute on our strategic and financial priorities, and our commitment to all shareholders."

About Flux Power Holdings, Inc.

Flux Power (NASDAQ: FLUX) designs, manufactures, and sells advanced lithium-ion energy storage solutions for electrification of a range of industrial and commercial sectors including material handling, airport ground support equipment (GSE), and stationary energy storage. Flux Power's lithium-ion battery packs, including the proprietary battery management system (BMS) and telemetry, provide customers with a better performing, lower cost of ownership, and more environmentally friendly alternative, in many instances, to traditional lead acid and propane-based solutions. Lithium-ion battery packs reduce CO2 emissions and help improve sustainability and ESG metrics for fleets. For more information, please visit www.fluxpower.com.

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