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# Telkonet Names Beau Walter New Director of Marketing

## Walter a 15-Year Veteran of B2B Marketing

WAUKESHA, WI -- (Marketwired) -- 08/15/17 -- Telkonet, Inc.(OTCQB: TKOI), a leader in intelligent automation and occupancy-based energy management technology, today announced the hiring of Beau Walter as Director of Marketing. Walter is a B2B marketing leader with more than 15 years of professional experience in technology, services, manufacturing, and distribution.

Walter will be developing and executing Telkonet's overall corporate marketing strategy, managing the marketing team and engaging closely with the sales team. Working extensively with evolutionary sales and marketing automation tools such as Salesforce and Pardot, Walter will bring a new level of efficiency, automation and nurturing to Telkonet's customer and industry engagement processes. In addition to translating the company's business objectives into marketing strategies that drive revenue, Walter will establish and administer the marketing budget, identify and track key metrics and establish pricing and positioning for a wide range of Telkonet solutions.

"Beau has demonstrated expertise in the deployment of new sales and marketing automation tools that are core to solid marketing initiatives," stated Jason Tienor, Telkonet President and Chief Executive Officer. "Telkonet's market growth and expansion will greatly benefit from his experience and marketing acumen."

"I'm excited to join the Telkonet team", said Walter. "This company is a real innovator and leader in the industry, and I'm excited to leverage all of our tools to deliver truly exceptional services and experiences for our partners, customers, and end-users."

Previously, Walter led the marketing strategy and implementation across the organization for a leading contract packager and manufacturer.

### **ABOUT TELKONET**

Telkonet, Inc. (OTCQB: TKOI) provides innovative intelligent automation platforms at the forefront of the Internet of Things (IoT) space. Helping commercial audiences better manage operational costs, the Company's EcoSmart intelligent automation platform is supported by a full-suite of IoT-connected devices that provide in-depth energy usage information and analysis, allowing building operators to reduce energy expenses. Vertical markets that benefit from EcoSmart products include hospitality, education, military, government, healthcare and multiple dwelling housing. Telkonet was founded in 1977 and is based in Waukesha, WI. For more information, visit [www.telkonet.com](http://www.telkonet.com).

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