

## Nextar Names New Sales Management Team

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La Verne, CA – January 6, 2009 – Nextar™, a designer and marketer of bold and new consumer electronic products with mass appeal, has announced a new sales management team. The company’s sales efforts will be headed by Senior Executive Vice President & Director of Sales Joseph Greenfeld, who brings five-years of experience working within the Nextar associated family of companies. Rounding out the department will be Vice President of Sales Robert Sayles and Jason Liszewski. The restructuring takes effect January 1, 2009.

“The Nextar brand has grown at a phenomenal rate in just three years, becoming the number 3 GPS brand according to The NPD Group’s retail tracking service for the month of November,” remarked Eddy Zheng, Nextar founder. “Consumers have shown a great affinity for our quality products and economic pricing philosophy. The talents and business acumen of our new sales management team will enable us to sustain this growth and allow us to continue offering consumers exceptional products.”

The Nextar sales management team is composed of the following:

**Joseph Greenfeld, Senior Executive Vice President & Director of Sales**

Greenfeld began his Nextar career in 2007 as Vice President of Sales for the Midwest territory. In two years under his direction, the territory had significant sales gains and added major accounts. He was promoted to his current position in January 2009 and is also responsible for Target, Kohl’s, and O’Reilly Auto Parts accounts.

Prior to Nextar, he served as Vice President and Director of Business for startup Mac Automotive Corporation, a marketer of portable shelters to the automotive aftermarket industry. In one year, from just a mere idea with no sales, he developed a multi-year plan and a strategy on how to achieve it, hired a team of sales professionals and support staff, and developed a product line. Additionally, he negotiated: joint ventures with overseas factories, licensing agreements, and capital equipment.

Among Greenfeld's other professional positions are: National Accounts Manager at After Market Technologies Corporation (dba AARONS Automotive and Performance Powertrain Products); National Sales Manager for SPX Corporation (Carfel, Inc.); and owner/operator of Simply Sticks, a transmission parts distributor.

He graduated from Bernard M. Baruch College of the City University of New York with a Bachelor of Business Administration Degree.

Robert Sayles, Vice President of Sales

Sayles started at Nextar in 2007 as Vice President of Sales. During his tenure with Nextar sales throughout Canada and the East Coast have expanded rapidly. With the restructuring, he will manage key accounts on the East Coast, Southwest, Mexico and Canada.

He has over 26 years worth of experience in the consumer electronics and photographic industries. Prior to Nextar, he worked at jWIN Electronics as Eastern Regional Sales Manager and for H.L. Dalis Wholesale as New York Regional Sales Manager. He owned Negri's Camera, which was one of the first pioneers of the eBay business model and one of the largest used camera stores on the east coast. He began his career with Masters Department Store and Combine Camera.

Sayles graduated with a Fine Arts Degree from the State University of New York at New Paltz.

Jason Liszewski, Vice President of Sales

Liszewski is coming back to Nextar after two years with Magellan GPS as their Director of Sales. Previously he was National Sales Manager for US, Latin America, and Europe for Nextar and was instrumental in new category development, including the Nextar MP3 line, for which he structured marketing, packaging, and pricing plans. In his new position, he will oversee key accounts in the Mid West and West of the Mississippi.

In addition to Nextar, he has over 10 years of consumer electronics experience which also includes Director of Sales for Magellan GPS and Regional Sales Manager for consumer electronics manufacturer GPX, Inc. In his prior position Liszewski has been known for his ability to pioneer new product categories, develop sales strategies and then build distribution networks that include both reps and key accounts.

Liszewski earned a Bachelor of Arts in Communication from the University of Missouri - St. Louis.

Nextar Products at 2009 CES

Nextar will be displaying, demonstrating, and taking orders for a variety of its new, exciting products during the upcoming CES. Its products can be seen in the South 3 hall booth 31753 in the Las Vegas Convention Center.

About Nextar Nextar, headquartered in Southern California, is a global designer and marketer of consumer electronics. From the categories it enters to the products it develops and the manner in which it goes to market, Nextar's decisions are based on its unique 'bold and new' philosophy. It currently offers products in the following categories: portable personal audio and video; digital photo frames; GPS navigation; and Bluetooth. In addition to tried-and-true consumer electronic retail outlets, Nextar products also are boldly marketed through non-traditional avenues such as department stores, automotive, mass merchants, food and drug, and do-it-yourself.

Nextar is an affiliate of TofascoSM, a rapidly growing company that sells products worldwide in a variety of industries. For further information regarding Nextar, visit its website at [www.nextar.com](http://www.nextar.com) or call toll free 888-849-0846.

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