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Signature Control Systems Taps Adam Dunford to Lead U.S. West Coast Spec Team

Seasoned industry executive with extensive landscape irrigation experience will chart a course for continued rapid specification sales growth throughout the region

IRVINE, CA (May 11, 2015) – Signature Control Systems, Inc. today announced the hiring of Adam Dunford to support the company’s growing Sales department.

An 18-year sales and marketing executive with extensive experience in the landscape irrigation industry, Dunford will be responsible for increasing the company’s market share, particularly within the southern California and Mexico regions.

In this role, Dunford will oversee all specification efforts within the landscape architects and irrigation designer business sector. He’ll also help promote the use of Signature’s broad array of patented irrigation technology solutions as a member of the company’s executive management team.

“Signature is currently in a period of rapid expansion, particularly in the western United States and California,” announced Signature CEO Brian J. Smith. “Adam has the experience, relationships and expertise that our company seeks to effectively support this growth, while ensuring that our customers have the technology they need to meet their unique irrigation and landscaping needs.”

Throughout the course of his nearly 20-year career in sales and marketing, Dunford has developed a strong track record leading new product development teams through innovative and impactful marketing launch campaigns. Key to his success has been his ability to seek out market trends, interpret them and leverage contemporary marketing tools that increase the effectiveness of e-mail, online and social media advertising, while maintaining strong personal and mutually beneficial relationships.

These relationships, coupled with the fact that this is a highly unique time for the region’s landscape irrigation industry, are what drew Dunford to Signature.

“I’m excited to bring my relationships and expertise to work for Signature at a time when there’s never been a greater need for cutting-edge technologies and pinpoint, customer-centric irrigation solutions,” explained Dunford, who earned his Master’s degree in Business Administration from George Washington University and B.A. from Brigham Young University.

“California is waking up to the need for smarter, technology-driven landscape irrigation solutions and Signature is leading the way,” the San Diego County resident concluded.



Signature Control Systems' patented irrigation control technology solutions, developed primarily for the golf, residential and sports turf industries, are leading a sea change globally by offering highly measurable water savings and significantly reduced landscape maintenance costs.

About Signature Control Systems

Signature Control Systems, Inc. is a global industry leader in the design and manufacturing of intelligent golf, commercial and residential irrigation equipment for turf and landscape management. With world headquarters in Irvine, California, manufacturing facilities in Peoria, Illinois and regional offices in Europe, Middle East, Africa, Australia, and South America, Signature's patented technology provides homeowners, landscape managers, sports turf superintendents and property managers direct control of their irrigation control systems from any controller, desktop or hand-held device. Further information about Signature Control Systems may be obtained through the company's website at www.SignatureControlSystems.com.

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