



SOUTHWEST INDUSTRIAL ELECTRIC

2024 MEDIA KIT



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CONTACT

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SOUTHWEST
INDUSTRIAL ELECTRIC



SOUTHWEST INDUSTRIAL ELECTRIC



NEW POWER & DISTRIBUTION | SOLAR & EV | PREVENTIVE MAINTENANCE



SIE AT A GLANCE



Southwest Industrial Electric is a full service electrical contractor specializing exclusively in the commercial and industrial space.

Established in 1988 SIE has grown steadily, expanding its service area to include the Greater Southwest Region of the United States. SIE's team are leaders within their industry, in growth, quality of services, and community outreach.



WHO WE ARE

SIE has been awarded the Inc 5000 award 6 years in a row. A distinction that shows not only a disposition for excellence but also sustained growth in sales and a resolute desire to be #1 in electrical services.

WHAT WE DO

Lighting • Power Services • Control Systems • Infrared Inspections • Design/Build • Solar • EV Installation & Maintenance • Battery Storage • Machine Repair • & More

[Learn More](#)



SOCIALS

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SOCIAL STATS & ANALYTICS

SOCIAL ANALYTICS

Instagram / @southwest 8870+
YouTube / 12K+ Subscribers
LinkedIn 650+
Google / 4.8 stars - Last 28 days 4.2K+ views

LAST 28 DAYS (YOUTUBE)

Average View time: 3:09
Average watches: 386.9hrs
Impressions / 79k+
Views / 4.4k

SOCIAL AUDIENCE

DEMOGRAPHICS

AGE: 25 - 34: 49.4%
35 - 44: 38.5%
Location: USA 63.3%

IMPACT

Accounts Reached : 43500+
Engagements: 3.5k+
Interactions 12k+

OUR TEAM

Our CEO Kristin Larson has worked for the company for 17 years. Having worked her way up from Technical Services, Kristin is constantly pushing the needle.

She forwards programs to improve the quality of our products and services, and ensures constant progression of the company.



"We feel very lucky to have our incredible customers, vendors, and team members that we get to work with every day. We would like to thank each and every one of you for your hard work and dedication to what you do. We look forward to continuing to build this company to be able to expand our services to our customers."

- Kristin Larson
CEO Southwest Industrial Electric

PUBLIC OUTREACH

One way SIE guarantees that its brand is a reflection of its core values is through collaboration. Whether it's a newsletter, partner podcast, or B2B referral program, SIE is always looking for ways to connect with others.

SIE's public outreach is a balance of making sure its brand is growing in a healthy manner through contact and feedback by not only providing awareness of community issues, but actively trying to be a part of the solution.



WHAT OTHERS SAY

"I've worked on numerous high profile projects with multiple contractors and Southwest Industrial Electric is by far the best company that I have dealt with. I know that I can depend on them for a quality electrical or support installation every time.

They excel at proactively engineering custom solutions that are tailor-made for my immediate and long-term needs."

-C.C. Distribution Plant Engineer



"I can't express enough how appreciative I am for your patience and willingness to work with me on this project. You guys have been great so far. Also, for what it's worth, my manager (who is a Professional Engineer and has been in the industry for 20 years) said that your engineer's drawings were absolutely incredible. Super clean and he, for the first time ever had no notes."

- Ruby Project Manager

PARTNERSHIPS AND COLLABS

Southwest Industrial Electric works exclusively in the commercial and industrial space. The company has been an industry leader and focuses on partnering with like-minded organizations. SIE's overall goal is to provide the best electrical services and solutions in the US, continuously innovating as the electrical industry and technology expands.



**CONTACT US FOR ALL PARTNERSHIP
& PRESS RELATED INQUIRIES**



Company Features

A feminine power

Southwest Industrial Electric shares why advocating for women in construction is crucial for the industry's growth

Despite the challenges currently plaguing the construction industry, Southwest Industrial Electric (Southwest) is determined to overcome the odds. With a persistent team at the helm, the business has been making promising headway in the energy sphere since we last spoke in 2020, through battery energy storage

“As demand increases, Southwest is looking for great partnerships with manufacturers of EV trucks and chargers, as well as design teams”

systems and solar installations. “We have undertaken multiple large projects – two of them being rooftop solar installs, one of which is six megawatts, and is one of the ten largest in the country,” shares Kristin Larson, the company's CEO. She also expresses that

the company's team members have grown alongside the business' expansion, and she has continued to develop its culture and training programs. “Our team members have been motivated in these past two years and have taken on more in their positions. We love to see individuals thriving, and being able to grow in their careers,” says Kristin.

Further exciting developments have taken place within the business over the last two years. For example, the company expanded its horizon and gained its license in Texas. It also grew its green energy projects and continues to pursue more in that sector. “We attended the RE+ International Solar Power expo in September, which is one of the largest trade shows for solar energy, with companies flying in internationally to attend,” Kristin adds.

“In terms of investments, Southwest has also expanded its fleet of service vehicles, bringing us to 20 trucks. Otherwise, our main investment has been in our team, expanding our



Kristin Larson
Chief Executive Officer

Southwest Industrial Electric

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Keep up to date with SIE activities [here](#) on the Southwest Newsroom



BRAIN GAMES

On the Road: Streaming on Disney +

Catch SIE's stellar team on one of the most recent episodes of Brain Games

Volt Squad vs Community Carescapes
Season 1 Ep. 9



Inc.
5000

2022 Inc. 5000

Company

Explore the List

Inc.

Company Profile

No. 3,787 Southwest Industrial Electric

California-based electrical contractor providing high-quality electrical repairs, installations and innovative solutions to businesses across the Southwest.

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COMPANY INFORMATION

Industry	Construction
Location	Los Angeles, California
Leadership	Kristin Larson
Year Founded	1900

- 3,777 The Heif Group
- 3,778 Valon Creed
- 3,779 Deville Technologies USA
- 3,780 Becker Wright Consultants
- 3,781 Saunders Hardscape Supply
- 3,782 Moss Landing Brewing Company
- 3,783 LEDlightExpert.com
- 3,784 Rtd Logic Corporation
- 3,785 Abound Health Group
- 3,786 CalRail
- 3,787 Southwest Industrial Electric

PRESS RELEASES



***Inc.* Magazine Unveils Its Annual List of America's Fastest-Growing Private Companies—the Inc. 5000**

For the 3rd Time, Southwest Industrial Electric Appears on the Inc. 5000, Ranking No. 2769 With Three-Year Revenue Growth of 145.17% Percent

Los Angeles, August 12, 2020 – *Inc.* magazine today revealed that Southwest Industrial Electric is No. 2769 on its annual Inc. 5000 list, the most prestigious ranking of the nation's fastest-growing private companies. The list represents a unique look at the most successful companies within the American economy's most dynamic segment—its independent small businesses. Intuit, Zappos, Under Armour, Microsoft, Patagonia, and many other well-known names gained their first national exposure as honorees on the Inc. 5000.

“We are honored to be a part of such an outstanding group of companies that have made the Inc. 5000 list.” said Kristin Larson, CEO of Southwest Industrial Electric. “We are thankful for the Inc. 5000 as it really does set the bar and inspire us every year – making the list 3 years in a row is really a dream come true. We feel very lucky to have our incredible customers, vendors, and team members that we get to work with every day. We would like to thank each and every one of you for your hard work and dedication to what you do. We look forward to continuing to build this company to be able to expand our services to our customers.”

Evan Malm, Founder of Southwest Industrial Electric said, “Wow, what an honor to be recognized for our success three years in a row. I tip my hat to every member of our team for the great work they do every day. Let's do it again!”

Not only have the companies on the 2020 Inc. 5000 been very competitive within their markets, but the list as a whole shows staggering growth compared with prior lists as well. The 2020 Inc. 5000 achieved an incredible three-year average growth of over 500 percent, and a median rate of 165 percent. The Inc. 5000's aggregate

revenue was \$209 billion in 2019, accounting for over 1 million jobs over the past three years.

Complete results of the Inc. 5000, including company profiles and an interactive database that can be sorted by industry, region, and other criteria, can be found at www.inc.com/inc5000. “The companies on this year’s Inc. 5000 come from nearly every realm of business,” says *Inc.* editor-in-chief Scott Omelianuk. “From health and software to media and hospitality, the 2020 list proves that no matter the sector, incredible growth is based on the foundations of tenacity and opportunism.”

Southwest Industrial Electric has been providing professional electric services to industrial and commercial businesses for over 40 years and has become the leading solution to the electrical problems in the Southwest region.

No matter how large or small your electrical problem is, Southwest Industrial Electric has the specialized set of skills needed to solve it. Our well-trained employees obtain the knowledge and experience necessary to solve problems across the board. Whether it is a ground-up build or underground electrical distribution, we have the experience and knowhow to do it all.

Founded in 1988, Southwest Industrial Electric has emerged one of the leading industrial electrical service providers in California, completing thousands of electrical projects a year delivered to a dynamic and diverse clientele ranging from aerospace industries to eCommerce warehouses and industrial manufacturing plants. Whether it's a design/build system or factory relocation we go the extra mile to ensure every project is done with the highest level of quality, on time, on budget and on scope, which brings our clients the peace of mind that their operations will continue and expand and are in reliable, experienced hands.

If you're looking for a quality electrical firm contact us at <http://www.southwestelectric.com>

SOURCE Southwest Industrial Electric

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Better Together: Leading Electrical Services Company Amps up Fight Against Human Trafficking

[Southwest Industrial Electric continues to show dedication to industry and community, INC](#)

[5000 company kicks off New Year raising community awareness on issues such as Human Trafficking Awareness](#)

Human Trafficking Awareness Month
January 10th – 31st
Southwest Industrial Electric
4557 York Blvd., Los Angeles CA 90041

Industry leader, Southwest Industrial Electric has announced their participation in upcoming Human Trafficking Awareness Month, hosting a charity raffle with 100% of proceeds being donated to CAST LA.

- Looking to be a call to action, the SIE HTA fundraising raffle opens on the 3rd of January and runs until the 31st. Raffle tickets are \$2, and prizes include free movie tickets and tasty treats from [Milk Bar](#). All proceeds will be donated to the Coalition to Abolish Slavery and Trafficking, LA chapter. One of the leading resources in the fight against human trafficking.
- SIE will also leverage their social platforms and extensive network to inform the public on issue and join in on the larger conversation with the community by participating in national #wearblueday, a day in which everyone can wear blue and post to their social platforms to show support and raise awareness on the fastest growing and second largest form of organized crime in the world.
- In support of the Blue Campaign by the DHS, on #wearblueday and throughout the month, SIE will join in on the conversation, hosting a live on Instagram, and creating various social blasts that inform the public on HTA facts such as what HTA is, who it affects, what to look out for, and what we can do as a global community to combat the issue. All facts were gathered from DHS and its partners.

“The emphasis placed by more and more companies on corporate social responsibility, symbolizes the recognition that prosperity is best achieved in an inclusive society” – Tony Blair
Lawyer, UK Diplomat

More

Note to the Editor:

Blue Campaign is a national public awareness campaign designed to educate the public, law enforcement and other industry partners to recognize the [indicators](#) of human trafficking, and how to appropriately respond to possible cases... aligned with the [DHS Center for Countering Human Trafficking](#), Blue Campaign leverages partnerships with the private sector, Non-Governmental Organizations (NGO), law enforcement and state/local authorities to maximize national public engagement on anti-human trafficking efforts.

- Department of Homeland Security, <https://www.dhs.gov/blue-campaign>

Siddharth Kara is the director of the Program on Human Trafficking and Modern Slavery at Harvard Kennedy School, where he is also an adjunct lecturer and teaches a course on human trafficking. He is the author of three books: "Bonded Labor: Tackling the System of Slavery in South Asia"; "Modern Slavery," and "Sex Trafficking: Inside the Business of Modern Slavery," which has been made into a Hollywood feature film, "[Trafficked](#),"

- 2017 interview on research and the business of slavery in the 21st century.
<https://www.hks.harvard.edu/research/human-rights/siddharth-kara-modern-slavery>

- Aug. 6, 2020, Erica Fealtman, "Borgen Magazine, Celebrities Fighting Human Trafficking" - Nearly 25 million people are victims of modern-day slavery, with 25% of all trafficking victims being children. This makes human trafficking the second most lucrative crime globally, generating approximately \$150 billion annually. With this human rights violation on hand, celebrities are using their influence to combat this issue. Keep reading to learn about five celebrities fighting human trafficking.
- Stephanie Richard and Suzanne Pierre Business and "Human Rights journal Vol. 6 Issue 1" - Fair labor advocates have documented increasing use of foreign labor recruiters by business owners... FLR's are complicit in trafficking of workers: regardless of visa category, employment sector, race, gender etc... California is leading US destination for foreign workers, as of 2019 this constituted 150,00 individuals. Out of 1000 workers interviewed, over 300 were trafficked for labor and all had contact with a recruiter.
- Brandi Bynum and Therese Randazzo - On January 13, 2021, the DHS Office of the Citizenship and Immigration Services Ombudsman (CIS Ombudsman) hosted a public webinar during National Slavery and Human Trafficking Prevention Month to discuss how DHS combats human trafficking and forced labor in imported goods. Brandi Bynum, Acting Program Manager for the DHS Blue Campaign, highlighted efforts to improve public awareness about human trafficking and how to respond to potential human trafficking situations. She also shared two new resources to inform businesses and law enforcement that may encounter trafficking victims. Therese Randazzo, Director of the Forced Labor Division at U.S. Customs and Border Protection (CBP) shared that in fiscal year 2020, CBP detained more than 300 shipments in the United States containing goods made by forced labor worth more than \$50 million.



Electrical Service Company Expanding Service Area

Southwest Industrial Electric, a leading electrical services company headquartered in Los Angeles, California expands service area to include Texas.

Service Area Expansion
Summer/Fall 2022
Southwest Industrial Electric
4557 York Blvd., Los Angeles CA 90041

Industry leader, Southwest Industrial Electric is an electrical services company specializing in services such as electrical machine repair and servicing, control systems, infrared inspections and so much more. As of this year SIE is announcing their service area expansion. This expansion includes states such as Texas, Arizona, Nevada, and California.

- Texas project requests are strictly RFQ at the moment, but SIE has upcoming plans to open their Specialty Service Program which would add to available services such as electrical machine troubleshooting and repair.
- Since Summer 2021 SIE has completed projects in Houston, Austin, and San Antonio with more projects on the horizon. SIE is looking to bring their high-quality electrical service repair; maximizing production and helping to bring dependable solutions to all of the state of Texas.
- SIE has future plans to become the leading commercial and industrial electrical service provider in the United States, providing the best electrical installations to help businesses flourish and prosper.

Southwest Industrial Electric was founded in 1988 in Los Angeles California. For over 30 years SIE has provide the best electrical solutions to commercial and industrial partners. SIE's mission is to provide its customers with top quality electrical installations and repairs that are safe, effective, and trouble free. Since 2016 SIE has consistently been awarded the INC 5000 award as one of the fastest growing companies in the nation. Their philanthropic efforts have also been featured in outlets such as Yahoo Finance. To learn more about SIE and the services provided please visit the southwestelectric.com or click the link on the bottom of this release.

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More Information: Southwest Industrial Electric Website

"Powering Up the Court: Merit Shop Electrical Company and Construction Company Score Big with Charity Basketball Game"

Local electrical services company joins forces with notable construction company and looks to start a trend by hosting fun charity event, in order to raise funds for great cause

Southwest Industrial Electric, a leading merit shop electrical company, recently hosted an amazing basketball charity match alongside Alpha Structural, a well-respected construction company. The event was held on March 24th at the Foothills YMCA, located in La Cañada and it was a huge success with an overwhelming turnout.

The basketball charity match was organized to raise funds for Direct Relief, a non-profit organization with a mission to improve the lives of people in poverty or emergency situations by providing the appropriate medical resources. The charity provides emergency medical assistance and disaster relief in the United States and internationally. This charity was chosen by match winners Alpha Structural, with the hopes to help the victims of the Syria/Turkey earthquakes in February.

The event saw fierce competition between the companies, with both teams showcasing their skills on the court. The match was attended by employees of both companies, as well as friends, families, and even some members of the local community. The event was a great opportunity for people to come together and support a great cause, while enjoying an exciting game of basketball.

Southwest Industrial Electric and Alpha Structural are proud to have been able to host such a successful event, and they are grateful to everyone who participated and that came out to support. Looking towards the future, both companies wish to continue to support the local & global community through similar events in the future.

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More Information:

[Southwest Industrial Electric Website](#)

www.alphastructural.com

