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## **Poyant names Carter as senior account executive**

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New Bedford, MA Poyant Signs has named Jeffrey Carter, senior account executive. In this new role, Carter supports the “Building Your Brand” experience by implementing innovative solutions and staying current with the emerging trends in the sign industry. He is responsible for expanding their business in the Rhode Island area.

Carter has over 30 years of experience in the sign industry, including custom fabrication and installation for several R.I. sign companies over the years. Carter joined Poyant in 2019, when Poyant acquired Dion Signs. At Dion, he served in the key role of sales consultant and project manager for 16 years, accommodating many RI businesses, organizations, architects and contractors with a customer-centric approach.

Carter is a Certified Service Partner with Watchfire Signs and holds the following licenses: RI Crane Operator; RI Electrical Sign Installer; Commercial Driver’s License (CDL); and RI Certified Technician OSHA.

“Jeff is a great addition to our team and brings a depth of experience that is unique for his role in advising customers with effective and practical solutions,” said Richard Poyant, president of Poyant.

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