



Jeff Geraci, ACR Electronics General Manager and Vice President of ARTEX

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## Jeff Geraci Returns to ACR Electronics as General Manager and Vice President of ARTEX

**August 1, 2023** - Leading global provider of safety and survival technologies, ACR Electronics is delighted to announce the return of Jeff Geraci as the General Manager and Vice President of ARTEX, the leading brand for aircraft Emergency Locator Transmitters (ELT). In this capacity, Jeff will spearhead ARTEX's strategic growth initiatives, reinforce its position in the market, and drive innovation within the company.

Jeff Geraci brings a wealth of experience and expertise to his new role, having previously served as an instrumental figure in the success of ACR Electronics during his earlier tenure with the company. With over two decades of experience in the safety and survival technology industry, Jeff has consistently demonstrated outstanding leadership, vision and a passion for delivering high-quality products that save lives.

"We are thrilled to welcome Jeff back to the ACR Electronics family and to have him leading the ARTEX brand," said John Nguyen, President of ACR Electronics. "His profound knowledge of the industry and proven track record of driving growth make him the ideal professional to take ARTEX to new heights. We have complete confidence in Jeff's ability to strengthen our market presence, expand our product portfolio and continue our legacy of providing reliable and cutting-edge solutions to our customers."

As General Manager and Vice President of ARTEX, Jeff will be responsible for overseeing the brand's overall operations, including sales, marketing, product development, and customer support. Under his guidance, the company aims to further solidify its position as a leading innovator in aviation ELTs including the new GADSS Distress Tracking ELT and new lithium free Survival ELT for commercial operators.

"I am honored and excited to return to ACR Electronics and drive projects forward for ARTEX," said Jeff Geraci. "This company has a long history of delivering products that help save lives in some of the most challenging situations, and I look forward to contributing to its ongoing success. Together with the talented team at ARTEX, we will strive to bring new and advanced solutions to the market, ensuring the safety and security of our customers worldwide."

Jeff's strategic vision, combined with his profound understanding of the industry, is expected to accelerate ARTEX's growth and reinforce its commitment to providing market leading products and services to customers across the globe.

For more information on ACR Electronics beacons and other safety equipment, go to [www.acrartex.com](http://www.acrartex.com).

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**Notes for editors:**

**About ACR Electronics, Inc.**

**As a world leader in safety and survival technologies for 65 years, ACR Electronics, Inc., manufactures and supports cutting-edge rescue beacons and survival equipment for the aviation, marine, outdoor and military markets. It is the foremost development center for emergency beacons that are designed with one purpose: to save lives.**

**Its leading aviation brand, ARTEX, designs and manufactures a wide array of Emergency Locator Transmitters (ELTs), as well as battery packs and ELT accessories, for general, business, commercial and military aviation applications.**

**ARTEX products are selected by the world’s largest airframe manufacturers,**

**airlines and governments, as well as private pilots, and are suitable for every type of fixed wing and rotorcraft aircraft. Engineered to work in all conditions when needed the most, ACR Electronics aviation products span a portfolio of brands including ACR, ARTEX, Skytrac, Flight Data Systems, Latitude Technologies, NAL Research, FreeFlight Systems and Bivy. The complete portfolio by ACR and ARTEX also includes Personal Locator Beacons (PLBs), iridium tracking and communication distress beacons, megaphones and distress lighting, and Flight Data Monitoring.**

**For more information go to [www.ACRARTEX.com](http://www.ACRARTEX.com)**