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Michael Shields – President, Wire and Cable Specialties, Inc. dba American Fishing Wire

Michael Shields is President of Wire and Cable Specialties, Inc., bringing over three decades of leadership, sales, and marketing experience in wire and cable manufacturing, with a strong focus on the sportfishing (American Fishing Wire) and hobby/craft consumer markets (Beadalon). Since beginning his career at the company in 1985, Shields has played a pivotal role in driving national and international growth by championing innovation, product exclusivity, and an unwavering commitment to quality and customer experience.

A seasoned executive, Shields has deep expertise in product development, brand management, strategic planning, and retail commercialization. He has led cross-functional teams, managed P&L responsibilities, and developed customer satisfaction systems to support long-term, profitable partnerships across multi-channel markets. His work has been instrumental in establishing strategic alliances and retail relationships that continue to shape the company's success.

Shields holds a Bachelor of Arts degree from the University of Delaware and has dedicated his professional life to advancing both the business and culture of Wire and Cable Specialties, Inc.

Company Overview – Wire and Cable Specialties, Inc. dba American Fishing Wire

Founded in 1976, Wire and Cable Specialties, Inc. is a family-owned manufacturer of stainless steel, brass, copper, and titanium wire and cable products. Headquartered approximately 50 kilometers southwest of Philadelphia, Pennsylvania, the company operates out of two facilities in Valley Township: a 50,000 square foot manufacturing and distribution center and a 20,000 square foot warehouse. It also maintains a dedicated sales and marketing office in West Chester, PA. The factory runs 24 hours a day, five days a week, and the business employs approximately 66 people.

Wire and Cable Specialties, Inc. supplies thousands of B2B and consumer customers worldwide across five key markets, operating under several trusted brands:

1. **Fishing** – *American Fishing Wire, HI-SEAS, Triple Fish, C&H Lures, Aqua-Clear, Billy Baits, and No-Alibi* (www.afwhiseas.com)
2. **Hobby & Craft** – *Beadalon and Artistic Wire* (www.beadalon.com)
3. **Picture Framing** – (www.wire-cablespecialties.com)
4. **Industrial Wire & Cable** – (www.wire-cablespecialties.com)
5. **Orthodontic Contract Manufacturer**

With a product portfolio of over 10,000 SKUs, the company emphasizes quality, customer service, and innovation. Its manufacturing facility holds both ISO 9001:2015 and ISO 13485:2016 certifications, ensuring adherence to the highest standards in quality and regulatory compliance.