

April, 2020 Member Spotlight

By: Therese O'Brian, Herbert Lutz & Co., Inc.



Michelle Scheller
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Verrex LLC is a global leader in designing, integrating, supporting, managing, and deploying audio visual and unified communications systems and services. The AV systems integrator and managed services provider brings together AV and IT technology infrastructure, devices, and software to create environments and experiences that foster innovation, engagement, and collaboration.

With 20 years of professional AV systems integration experience, Michelle provides technical and strategic guidance to organizations seeking solutions for their visual communication & collaboration requirements. Through needs analysis, site surveys, client meetings, and technology reviews, she matches the best AV solutions to her clients' needs.

Michelle has a professional passion for helping companies recognize the benefits of video conferencing and other AV technologies. Turning the complexities of audio-visual technologies into relevant and reliable business tools is how she contributes to her clients' success. Some of her recent [projects](#) include A custom build-out for Greenbaum Rowe Smith & Davis LLP. Verrex provided AV solutions for office renovations with a boardroom, and multiple conference rooms with "Zoom Rooms" enabled video conferencing. She also completed Rockefeller Group's build-out of their New York headquarters with boardroom, multiple conference rooms, a war room, huddle rooms, the Commons, a CEO office music system, digital signage, a background music system, room scheduling system, and employee pantry.

Michelle is a new member of CREW NJ and has already made several valuable contacts and learned how the network can help her develop skills and relationships that will translate to long term business for her company. She is a member of the Programs Committee where she hopes to help develop programs that will benefit all our members.

In her spare time, Michelle enjoys spending time with her family, working on their new house and making it their home, and during the summer spending time at her Jersey Shore house and being on the water.

Her three business tips are:

1. Listen carefully to your clients' needs to understand how you can help them meet their goals.
2. Add value and build trust by being honest and consistent.
3. Know your competition so you can differentiate yourself and stand out.