

www.gmcw.com

4003 Collins Lane
Louisville, KY 40245 USA



p 502.425.4776

f 502.425.4664

info@gmcw.com

January 7, 2013

FOR IMMEDIATE RELEASE

Contact:
Suzannah Stephens
GMCW
502.425.4776
502.326.1422
info@gmcw.com
www.gmcw.com

GMCW™ Announces New Central US Area Sales Director

Louisville, KY – GMCW™ announced that Kenny Stratton has been appointed Central US Area Sales Director for the company. In this position, Kenny will be responsible for managing all sales activities in the Central portion of the US, with all sales personnel and manufacturer rep groups in this area reporting to him. Kenny will be based in Houston, TX. Keith Enscoe, who previously managed this region, will be shifting his focus to the growth and development of key national accounts. Keith and Kenny will be working together closely during this transition.

Kenny is an experienced sales leader in the beverage equipment industry. He recently worked for Franke Coffee Systems as the Director of Business Development. In this role, Kenny led strategic customer solution development for national accounts and managed the training of manufacturer rep groups in target markets. Before that, Kenny was a District Sales Manager for Bunn. During his time with Bunn, Kenny was responsible for remarkable sales growth in his territory and the development of partnerships with numerous Fortune 500 companies. Kenny's sales experience, leadership ability, and knowledge of the foodservice industry make him an ideal fit for his new role as GMCW's Central US Area Sales Director.

Kenny has studied at Eastern Illinois University and Springfield College and completed various professional sales development programs.

GMCW is headquartered in Louisville, KY with locations in New York, Illinois, and Thailand. The company is owned and managed by BNY Mezzanine Partners, L.P.

GMCW™ offers an unmatched selection of beverage equipment and a complementary foodservice equipment line that is the single source equipment solution for the industry. GMCW™ has a passion for product innovation, quality workmanship, and world-class customer service. This passion results in profitable solutions for customers and partnerships that ensure long-term success.

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