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GMCW™ Announces New Western US Area Sales Director

Louisville, KY – GMCW™ announced that Kristian Kuh has been appointed Western US Area Sales Director for the company. In this position, Kristian will be responsible for managing all sales activities in the Western portion of the US, with all sales personnel and manufacturer rep groups in this area reporting to him. Kristian will be based in San Francisco, CA. Frank Coronado, who previously managed this region, will be shifting his focus to the growth and development of key Latin American markets. Frank and Kristian will be working together closely during this transition.

Kristian brings impressive business development experience to his new role. Kristian most recently worked as a sales and marketing consultant providing services in foodservice, toy & hobby, and athletic apparel industries. Before that, he served as Prince Castle Worldwide's Key Account Manager. In this role, Kristian worked with target national chain accounts to execute custom equipment solutions. He also served as IMI Cornelius's Manager of Market Development and Research. Kristian's knowledge of the foodservice industry and his strategic customer development skills make him an ideal fit for his new role as GMCW's Western US Area Sales Director.

Kristian has earned a B.A. in Communications from Luther College in Decorah, IA.

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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