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# Grindmaster Cecilware

January 20, 2016

FOR IMMEDIATE RELEASE

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## Grindmaster-Cecilware Announces New National Account Director

Louisville, KY – Grindmaster-Cecilware announced that David Williams has been appointed National Account Director, joining Kenny Stratton and Ken Duncan to form a strong national accounts team. In this position, David will be responsible for creating new business opportunities while developing existing customers to drive growth. David will be based in Sandy, UT, and will report to Greg Immell, Senior Vice President, Sales and Marketing.

David brings more than 13 years experience as a sales leader in the food service industry. He recently worked for Clipper Corporation as the Director of National Account Sales. In this role, David led development of innovative smallwares and uniform solutions for national and international chain accounts. Before that, David was a National Sales Manager of Commercial Accounts for Blendtec. During his time with Blendtec, David developed and implemented Blendtec's key go-to-market commercial strategies resulting in customer acquisition and growth. David's sales experience, leadership ability, and knowledge of the foodservice industry make him an ideal fit for his new role with Grindmaster-Cecilware's National Account team.

Grindmaster-Cecilware is headquartered in Louisville, KY with locations in Illinois and Thailand. The company is owned and managed by BNY Mezzanine Partners, L.P. Alcentra Group.

Grindmaster-Cecilware, parent company of Grindmaster®, Cecilware®, American Metal Ware™, and Crathco®, offers an extensive selection of beverage equipment and a commercial-grade foodservice equipment line that is the single source equipment solution for the industry. A leader in the industry for over 100 years, Grindmaster-Cecilware 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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