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GMCW™ Announces New National Account Manager

Louisville, KY - GMCW™ announced that Alex Walsh joined the company as National Sales Manager. In this position, Alex will initially be responsible for the successful market introduction of GMCW's new Super Automatic Espresso equipment program. Additionally, Alex will work closely with Keith Enscoe, Vice President of National Account Sales, on the growth and development of key national accounts. Alex will be based in Downingtown, Pennsylvania.

Alex has over 25 years of experience in the specialty coffee industry. He was most recently a Regional Sales Manager for Melitta System Service. In this role, Alex established a multiple market segment dealer and distributor network and was responsible for significant growth with key national and regional accounts. Prior to Melitta, Alex was the OCS National Account Manager for Starbucks Coffee Company where he developed custom programs for national accounts and was recognized for leading his division to become the top producing sales and profitability division within the company. Alex held various sales and management positions at Seattle Coffee Company, Keurig Coffee Systems, Wechsler Coffee Corporation, Chock Full O'Nuts, Sara Lee, and Suburban Coffee Services earlier in his career. Alex's extensive experience and knowledge of the specialty coffee industry make him an ideal fit for his new role and an excellent resource for customers who want to profitably grow their coffee program.

Alex will be in GMCW's booth (number 3631) at the upcoming NRA Show in Chicago and would welcome the opportunity to demonstrate GMCW's new line of Super Automatic Espresso equipment or discuss how GMCW can help grow any beverage program into a profit center.

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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