



Geiger

### Nortek adds key executives

In November, Nortek Security & Control announced that Dan Geiger had joined the company as senior vice president of sales. Geiger has 30 years of experience in the alarm industry, most recently as a senior executive at iControl Networks, a cloud-based service provider. Geiger leads Nortek's dealer and distribution sales channels, and he recruits new entrants to the market.



Beliles

Robert Beliles has joined Nortek as senior vice president of product management and marketing. He has served in executive roles with Tyco, Hewlett Packard, and Cisco Systems and is focused on Internet of Things development and marketing strategies. A frequent speaker and author in both the IT and security industries, Beliles holds several patents. ■

### New VP of sales at Northwest Door

In January, Northwest Door announced the promotion of Brian Miller to vice president of sales, responsible for all sales and customer service functions.

Miller started at Northwest Door in 2011 as a territory sales manager and was promoted to national sales manager in 2013. He previously served as a distribution center manager and regional sales manager for Windsor Door. ■



Miller

### Industrial Spring and Holmes Spring add key staff



Willey

In February, Industrial Spring and Holmes Spring announced two new staff additions. Dean Willey is now director of operations for the corporation, and Alyssa Gazda is sales and marketing coordinator.



Gazda

Willey brings more than 20 years of experience that includes lean and continuous

improvement. He previously held leadership roles in logistics, materials, operations management, and distribution and spent the last 10 years at Pentair.

Gazda held positions in sales and marketing at Medica Health and SPS Commerce, a global supply chain solution organization. She has a degree in business and marketing from the University of Minnesota. ■

### Polistina retires at ASO

In January, ASO announced that Tom Polistina has retired and two key employees have been promoted and added to the executive board. Polistina, who previously served as director of sales, will still support the company in retirement.

Simon Rockel is now executive vice president and will act as representative of the president, especially in association activities.

His responsibilities focus on technical sales. Svenja Sperlich has been appointed vice president of administration and finance. Rockel and Sperlich have been with ASO for more than three years. ■



Tom Polistina and Svenja Sperlich.



(From left) Helmut Friedrich (president), Svenja Sperlich, Simon Rockel, Melissa Borgmeier (treasurer), and Olaf Grobe (VP sales).

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McAlear

## Service Spring recognizes employees

In December, Service Spring recognized employees at a company-wide holiday event. Over 84 employees were honored for their time of service, ranging from five to 40 years. Three employees were honored for more than 100 years of combined service: Mike McAlear (38 years), Tim Szymanski (32 years), and Jeff Reau (35 years).

On behalf of all employees with more than 25 years of service, Service Spring made donations to eight charities. ■

## Bradbury announces new business development manager

In January, Bradbury announced that Caner Dogruyol had been hired as a business development manager. Dogruyol, based in Kuopio, Finland, will market Bradbury's roll-forming and insulated panel equipment in the Nordic region, Eastern Europe, Middle East, and Northern Africa. Dogruyol has 16 years of experience in sales and project management, along with multiple language skills. ■



Dogruyol

## Custom Rollforming hires national accounts manager

In January, Custom Rollforming announced that Collin Peck is its new national accounts manager. Peck will market and oversee the sales of custom roll-forming services.

A graduate of Wichita State University, he brings nine years of experience in the metals distribution and manufacturing industry. Custom Rollforming is a member of The Bradbury Group and operates 10 roll-forming lines. ■



Peck