# NewsLines The Latest News In Our Industry

people

#### EMX welcomes new president

In September, EMX Industries was acquired by Watervale Equity Partners, and Joe Williams, who invested alongside Watervale, became the new CEO. This appointment was announced following the retirement of Joe Rozgonyi, EMX founder and former president.

Williams thanked Rozgonyi for his 30 years of entrepreneurial spirit and leadership. "Our team is excited about the opportunities available to us, and we look forward to working with Watervale to



continue our growth and achieve our vision for the company."

Rozgonyi founded EMX in 1987, and he will remain a consultant to the executive management team.

# DoorKing names new national sales manager

In October, DoorKing announced the promotion of Jac Whitmire to national sales manager. Whitmire will develop and implement DoorKing's sales strategies and oversee regional sales managers. He will work out of the DoorKing sales office in Tempe, Ariz.

Dusty Beeding, DoorKing's director of sales,

said, "Moving Jac into this position will benefit us immensely, and it will allow me to focus more time on working with distributors to develop new sales strategies and opportunities for our customers." Whitmire

began his industry career with Miller Edge



in 2000 and joined DoorKing as the southwest regional sales manager in 2006.



### Entrematic announces commercial sales manager

In October, Entrematic promoted Richard Lambert to commercial sales manager for the company's Eastern U.S. region. Lambert is a native of Jacksonville, Fla., and lives in Statesville, N.C.

Most recently, Lambert served as general manager for Entrematic (formerly Amarr Garage Doors). He previously held various roles including assistant manager for Amarr and general manager for Palmetto Foods.

### Three new hires at Upwardor

In early November, Upwardor welcomed Muhammad Raza as the new controller, Michael Smith as regional sales manager, and Bhavin Parikh as the continuous improvement process manager.

Raza will ensure that the business is operating effectively and efficiently, managing accounting and financial operations. He comes to Upwardor with

eight years of experience working as a controller and 10 years as an accountant and finance analyst.

Smith will develop and execute the strategy for growth into the U.S. He has 20 years in the overhead door industry as a door service owner







and working for some of the industry's largest door manufacturers. As the continuous improvement manager, Parikh will monitor and improve the efficiency of the company's organizational processes. He brings over 20 years of continuous improvement experience.

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## **Delden appoints director of operations**

In November, Delden announced the promotion of William Dahms to director of operations. Since 2003, he has worked in production, installation, and garage door sales. He led the company in sales for eight consecutive years.

Dahms will oversee production, sales, service, and management and will be responsible for improving processes and procedures.

### Arrow Tru-Line hires Rick Schutte

In October, Arrow Tru-Line announced the appointment of Rick Schutte as sales and business development manager for the Eastern U.S. After working in the garage door industry for 28 years, Schutte brings experience from installation, sales, and business development. Schutte has a strong foundation delivering diversified product options for OEM companies,

understanding dealer operations, and meeting end-user service expectations.



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