

Meramec Electrical Products **WELCOMES BRAD ARMSTRONG TO THE SALES AND MARKETING TEAM**

Cuba, Missouri

Meramec Electrical Products is proud to welcome their newest senior staff member to the fold; Sales Manager Brad Armstrong. Transitioning from a consulting position with Missouri Enterprise, Armstrong had the advantage of familiarity with Meramec's management staff, business model, and product line.

"Over the course of my five-year business relationship with Meramec, the company has demonstrated

amazing growth," Armstrong said. "They have an excellent foundation in place, the team here has done a great job of addressing the needs and realizing the goals of the organization, and I'm very excited for the future of Meramec Electrical Products."



Armstrong comes to the table with twenty-three years of experience featuring repeated successes in sales, manufacturing, and operations. With a strong background in strategic planning, financial analysis, and cost management, Brad's thorough understanding of Lean Manufacturing techniques and process improvement made him the perfect candidate to lead Meramec's restructured Sales team. He earned his Bachelor of Science in Industrial and Systems Engineering from Ohio State University and an MBA from St. Louis University with concentrations in Supply Chain Management and Marketing.

"We have a great working environment here and the Customer Service Representatives have done an amazing job building strong relationships with their respective buyers," he added. "Moving forward we want to continue to expand on those dynamics to ensure we are always meeting our customers' needs and make buying from Meramec as easy as possible."

With the addition of Armstrong, former Sales Manager Terry Fieser segues into the role of Director of Business Development with a focus on extending and optimizing customer relationships to meet expectations and reduce customer costs. Fieser, who has been with

the Company for over 20 years, is a true expert in his field. As such, he is able to share the considerable amount of knowledge acquired over his career with the Sales team as well as Meramec's customers. "There is a demand in the industry to identify aspects of the process where we can drive out unnecessary expense," Fieser said. "Whether that is by developing flexibility into design while still meeting customer requirements or offering less costly alternatives to traditional CT engineering methodologies, we want to help our customer's make a successful transition of process realization in order to be as cost-efficient as we can."

In addition to these responsibilities, Fieser will also personally handle the pricing process to maximize his effectiveness. "Doing business with Meramec guarantees that you're getting the best product possible, custom-designed to your specifications. If you want a quality product and quality service, it makes sense to purchase from Meramec," he said. "But as the global financial climate continues to fluctuate and materials speculation remains uncertain, we believe that we need to work closely with our customers to develop effective solutions to reduce the cost of doing business with Meramec to the benefit of us all, and that makes economic sense." Plans for the future include working with customers to develop standardized core sizes and lead requirements in order to facilitate price reductions. "We could never try to make a customer implement a change that they aren't willing to accept. We do want them to know, however, that we are ready and willing to work with them in any aspect to improve and streamline processes in order to make things easier and more efficient, which will result in savings."

President/CEO Nick Sanazaro expressed his confidence in the restructured Sales Department, stating that the new configuration will greatly enhance Meramec's ability to serve their customers in a multitude of ways. "Brad's unique background in engineering, manufacturing, and sales brings new ideas, energy, and initiatives to our Sales Team. His prior experience with marketing directives and Manufacturing Representatives will allow us to continue to grow our customer base and heighten our new product awareness while still allowing us to continue to provide the superior level of customer service that our buyers expect." Regarding Fieser, Sanazaro added, "Terry's experience and expertise with our customers has given him numerous opportunities in the past to assist many of them in the development and implementation of solutions to a wide range of issues. As Director of Business Development, his focus will be to continue that approach with an added emphasis on cost reduction for both current and new customers, and I believe he will be very successful in that regard."

With a host of new developments at Meramec including plant expansion, annealing process improvements, new product lines and the ever-increasing volume of production, Mr. Armstrong definitely has a full plate as he adjusts to his new position with the company. "It's certainly a challenge," he admits, "but I enjoy challenges and I am looking forward to speaking with all of our customers in the very near future."