

# BULLETIN

JANUARY 26, 2024 | BULLETIN 2-24

TO: Greenheck Mechanical Representatives  
FROM: Matt Spink, Senior Vice President, Mechanical Channel  
SUBJECT: Sales Department Organizational Changes



Our Greenheck mechanical rep partners have experienced tremendous growth over the past few years. It has been remarkable to experience and to be a part of, especially in light of the many challenges we all faced, including an international pandemic and record inflation. Recently Greenheck rolled out a major new initiative with you, our rep partners, regarding our collective march toward dominance. As such, Greenheck is excited to announce the following sales department organizational changes to better support our North American mechanical rep sales teams.

Our new structure begins with dividing the North American marketplace into three distinct areas. These new areas will be led by a new sales director role.

<b>Eric Tufto</b>	-	Director of Sales, North
<b>Ermias Lamesgin</b>	-	Director of Sales, East
<b>Nick Bouray</b>	-	Director of Sales, West

Reporting to our new sales directors will be regional sales managers, along with a newly created role of sales application manager. The sales application managers will work alongside the regional sales managers and rep partners on strategic initiatives, interlinking our business units, corporate marketing, and our sales department. In addition, these new roles will focus on meeting the daily support needed for the sales regions allowing our regional sales managers to focus on larger projects and working with rep owners on more strategic opportunities for their firms.

Please note that the directors retain individual sales responsibility for a smaller region in addition to their managerial role. Further, we have re-aligned some of the regional sales managers as part of this reorganization.

## Reporting to Eric Tufto (North)

<b>Ken Lopas</b>	-	Regional Sales Manager, Great Lakes and Canada
<b>Jordan Baker</b>	-	Regional Sales Manager, Midwest
<b>Stephen Butina</b>	-	Sales Application Manager (New Position)

## Reporting to Ermias Lamesgin (East)

<b>Clayton Foster</b>	-	Regional Sales Manager, Northeast
<b>Brendan Ryan-Buchanan</b>	-	Regional Sales Manager, Southeast
<b>Lisa Zastrow</b>	-	Sales Application Manager (New Position)

Reporting to Nick Bouray (West)

- Ryan Ebert** - Regional Sales Manager, South Central
- Peter Kubica** - Regional Sales Manager, Mountain
- Mark Summers** - Senior Service Technician

Additionally, **Tori Wood** has been promoted to Sales Operations Manager for the mechanical rep sales team. Reporting to Tori will be Sue Wirkus and the Customer Care and Quote teams. Tori and Sue will continue to lead our efforts to improve business processes and scale sales support functions as our businesses grow, continuing the pursuit of our value of being the easiest company to do business with.

Please see Addendums 1 and 2 for the Area and Regional maps respectively.

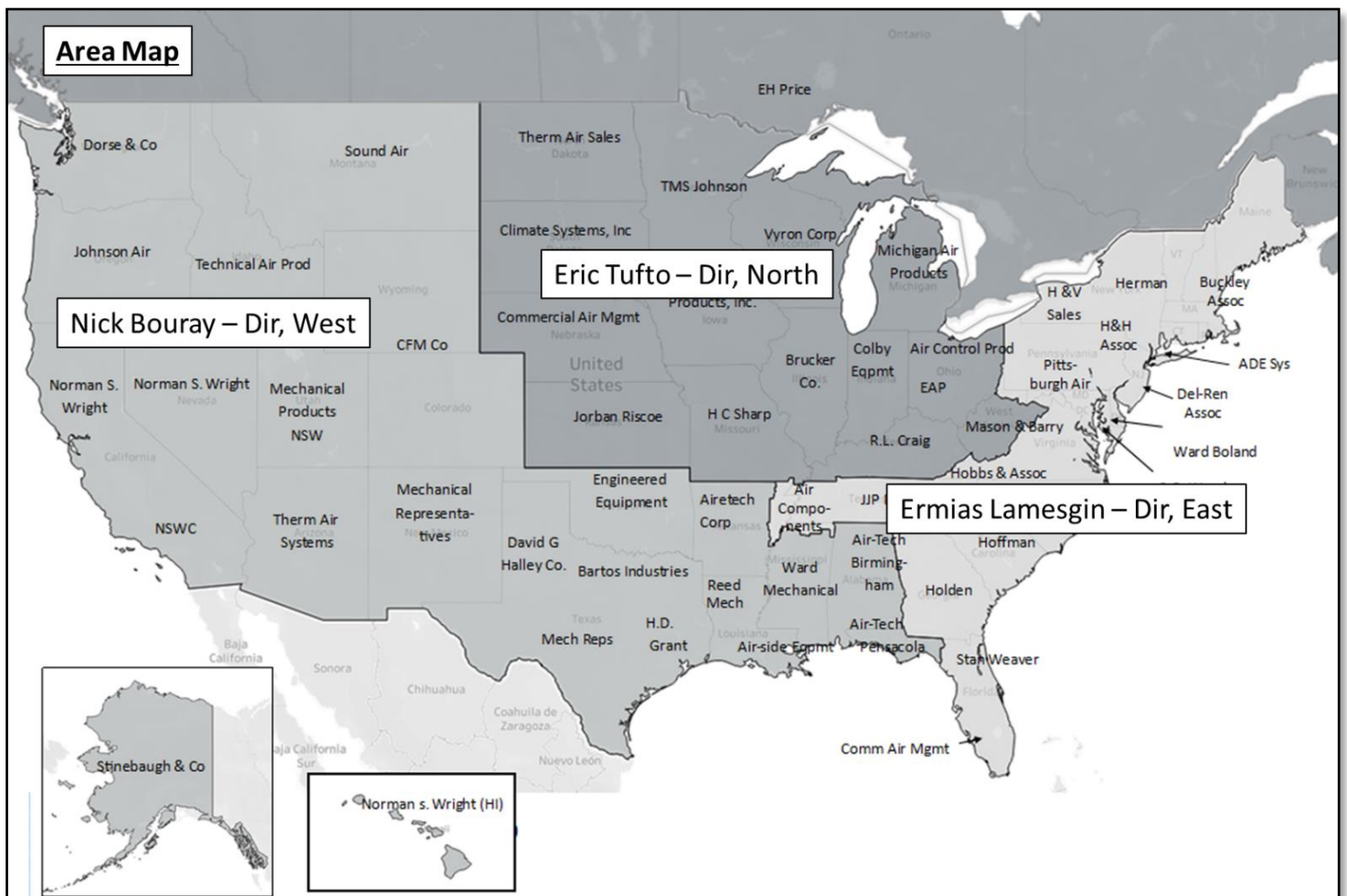
These sales organizational changes will best position you, our rep partners, for growth today and into the future. There will be a transitional period, and we anticipate these changes will be completed over the next two months.

All the best and good selling!

Sincerely,

Matt Spink

Addendum 1 – Area Map



## Addendum 2 – Regional Map

