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GENIE NAMES NEW SALES EXECUTIVES IN NORTH AMERICA
Building on a legacy of industry leadership

REDMOND, WA (June 11, 2019) – Focused customers' business needs, Terex AWP announces the appointment of Joshua Meyer to the role of Genie Vice President of North American Sales, as well as the promotions of Doug Evans and Rick Penkert as Genie Regional Vice Presidents. In these roles, these gentlemen will represent the Genie brand in the marketplace and will play a significant role in ensuring the voice of the customer continues to be reflected within the Genie organization.

In the role of Genie Vice President of North American Sales, Meyer is tasked with developing and executing on the short- and long-term sales and business growth strategies. He also will manage, develop and train the company's North American sales teams — including both the regional sales teams and national account teams — in the U.S., Canada, Mexico, Caribbean and Central America.

Meyer has broad experience and demonstrated success in leading, directing and integrating multi-national organizations. He comes to Genie from Metso, where as Senior Vice President – Africa, Middle East & Turkey, he led a team of more than 400 professionals in 13 locations in executing sales, commercial and technical support, as well as manufacturing, for capital equipment, complex projects, services and parts. Prior to Metso, he led teams and oversaw business activities in a number of regions and roles with increasing responsibility during nearly 20 years with Caterpillar, Inc. Meyer has a bachelor's degree in Business Administration/Marketing with a minor in International Finance from the University of Minnesota-Twin Cities and an MBA from the University of North Carolina at Chapel Hill.

"I am pleased to join the Genie team in a role that focuses on our customers' needs, and to working closely with them to enhance our added value and to drive their business growth," says Meyer. "As a leader in the aerial industry for more than 50 years, and serving global rental markets for decades, Genie understands rental fleet needs and partners with our customers to address their business goals.

“As we continue to develop and offer products, services and programs designed to meet customers’ needs, I will be working to strategically grow and position our sales team in North America to communicate and deliver that value to the industry,” adds Meyer. “At Genie, we make daily decisions with our customers’ business interests in mind, keeping our focus centered on what we do for them and their unique needs. Focusing on our customers in this way gives them a superior level of confidence in Genie when they buy our products and invest in our services.”

Part of Meyer’s efforts to continue to position the North American sales team for success in the market was to promote Evans and Penkert to their new roles following the retirement of well-known and well-respected industry veterans Bob Bradshaw and Adrian Max.

Evans has been promoted to the Genie Regional Vice President for the Northeast Region, taking over the territory from Adrian Max. Evans has been with Genie for 21 years, beginning his career as a Regional Sales Manager covering Manitoba, North and South Dakota, Nebraska, Kansas, Iowa and Missouri. Prior to joining Genie, Evans was a sales rep for Gradall for more than five years, covering 15 states in the Midwest.

“Doug’s industry knowledge, strong analytical skills, and deep customer relationships will serve him well as he assumes his new responsibilities,” says Meyer.

Penkert has been promoted to Genie Regional Vice President for the Western Region, taking over the territory from Bob Bradshaw. Penkert joined Genie and the Western Region team six years ago with responsibility for accounts in New Mexico, Arizona and southern California. Most recently, Penkert has been instrumental in managing the United Rentals account at a national level. He has 35 years of leadership experience in the equipment industry, including management and ownership of both equipment supply and aerial rental companies.

“Rick’s leadership skills, coupled with his knowledge of our products and our customers across the Western Region will ensure he is able to quickly transition into his new position,” says Meyer.

He continues: “Both Bob and Adrian became synonymous with Genie in the West and Northeast. They will be greatly missed by both customers and the Genie team alike. We thank Bob and Adrian for their years of hard work and dedicated service to Genie, and we wish them well in their retirements. As Doug and Rick take the reins from Bob and Adrian, they are well-positioned to help Genie continue to meet the needs of the North American rental industry and the aerial market.”

For more information about Genie, visit: www.genielift.com.

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About Terex

Terex Corporation is a global manufacturer of lifting and material processing products and services delivering lifecycle solutions that maximize customer return on investment. Major Terex brands include Terex, Genie, Powerscreen and Demag. Terex solutions serve a broad range of industries, including construction, infrastructure, manufacturing, shipping, transportation, refining, energy, utilities, quarrying and mining. Terex offers financial products and services to assist in the acquisition of Terex equipment through Terex Financial Services. More information about Terex is available on its website: www.Terex.com, and on its LinkedIn page -- www.linkedin.com/company/terex and Facebook page -- www.facebook.com/TerexCorporation.