

# PRESS RELEASE

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My 23<sup>rd</sup>, 2017

## **Joe Bergsieker joins BBB Industries as Regional Vice President of Sales**

We are very pleased to announce the addition of automotive aftermarket industry veteran Joe Bergsieker as Regional Vice President - Sales, effective immediately.

Joe will report to Chris Garner, BBB Industries' Executive Vice President of Sales, and will lead the company's sales team and efforts for Program Buying Groups. Joe will be based in the Chicago area in this new role.

Commenting on the appointment, Chris said: "We are delighted to further strengthen our industry-leading team with Joe's strong track record of sales growth, new product introduction and excellent customer service. We are confident his significant aftermarket industry experience will drive and support our continued growth and our customer's overall success".

Prior to joining BBB Industries, Joe served over 20 years in increasingly responsible sales and marketing roles with Bosch. Joe also served 3 years in the US Army before earning his BS in Marketing from the University of Montana and his MBA from the Keller Graduate School of Management.

***BBB Industries, LLC** – founded in 1987, is an industry leader in the remanufacturing of alternators, starters, power steering products, and brake calipers, for the OEM and Automotive, Heavy Duty, Industrial, and Agricultural aftermarket industries. Headquartered in Daphne, Alabama, BBB Industries is committed to providing superior customer service and products to their customers. Additional information: [www.bbbind.com](http://www.bbbind.com)*

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