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MEDIA RELEASE

For Immediate Release

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Caleffi Appoints Sharon Alexander to Brand Marketing Manager

MILWAUKEE, WISC. – Wednesday, Jan. 15, 2020 Caleffi North America, Inc. is pleased to announce the appointment of Sharon Alexander to the position of brand marketing manager. She will work closely with our sales and media networks and be responsible for advertising, public relations, trade merchandising, trade exhibitions and promotion development.

Alexander has been involved in marketing within the heating, plumbing and solar industry for over 18 years. Before joining Caleffi, she spent 11 years as marketing manager at Hot Water Products headquarters (Milwaukee, Wis.) and 7 years with Solar Service Inc. (Niles, Ill.) She holds a bachelor's degree in social science from North Central College (Naperville, Ill.) and marketing strategy certification from Johnson Graduate School of Management (Cornell University).

"I have always deeply admired Caleffi's commitment to total product quality, exceptional technical expertise and guidance, as well as their innovative marketing efforts," said Alexander. "I am overjoyed to join the team and help Caleffi continue its unique brand story throughout North America."

Join us in welcoming Sharon! She may be contacted at (262) 330-2672 or sharon.alexander@caleffi.com.

CALEFFI – *Creating innovative, superior performance products that help customers live comfortably and economically, while softening their impact on the environment.*

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