



Caleffi North America, Inc.  
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## MEDIA RELEASE

### For Immediate Release

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### Caleffi Expands Sales and Support Staff

**MILWAUKEE – Tuesday, June 28, 2022:** Caleffi North America, Inc. announces the promotion and hiring of three employees. These appointments position Caleffi for continued growth and demonstrate the company's commitment to marketplace support.

General Director and CEO of Caleffi North America, Mark Olson, noted, "We take pride in maintaining a technically competent and experienced support group and sales staff. These latest appointments bolster our before and after-sales assistance and build out our field force to meet growing opportunities."

#### **Dan Firkus named OEM Sales Manager**

Firkus joined Caleffi in 2019, after 25+ years in the field as a heating and cooling installer with Dave Droegkamp Heating and Air Conditioning in Wisconsin. He has worked as an application engineer, assisting wholesalers, engineers, end-users and installers for the last three years. He now moves to the sales department where he will develop OEM relationships, bringing another well-rounded technical background to the conversation. Contact Dan at (414) 296-5113 or [dan.firkus@caleffi.com](mailto:dan.firkus@caleffi.com).

#### **Brad Fax hired as Regional Sales Manager - Midwest**

Fax is new to Caleffi, working most recently as a Business Unit Manager for Sterlco Steam/ACS Group. He brings national sales territory experience to the team and has a strong background in steam and heating controls. Fax is a member of the US Army Reserve, formerly serving as a Captain - Logistics Officer in the Transportation Corps. Contact Brad at (414) 391-6946 or [brad.fax@caleffi.com](mailto:brad.fax@caleffi.com).

#### **Matt DeLuca hired as an Application Specialist**

DeLuca comes to Caleffi from Milwaukee Plumbing and Piping, where he worked as a journeyman plumber. He entered the plumbing field through the Plumber's Local 75 training system. His knowledge of domestic hot water systems for commercial and residential applications will make him a valuable addition to the technical support group, troubleshooting questions with 10+ years of field experience. Contact Matt at (414) 931-9016 or [matt.deluca@caleffi.com](mailto:matt.deluca@caleffi.com).

Please visit our website at [www.caleffi.us](http://www.caleffi.us) to learn more about Caleffi and employment opportunities.

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

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