

Immediate Release

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## **WÜRTH INDUSTRY NAMES MARTY GOEREE DIRECTOR OF KEY ACCOUNTS**

Marty Goeree Brings 20 Years of Industry Experience to Würth.

**Indianapolis, USA** –Würth Industry of North America (WINA) announced today that Marty Goeree has been named Director of Key Accounts. Goeree will oversee all national accounts for WINA-leading company efforts to maintain and expand relationships with large, multi-location customers.

Goeree will represent the entire range of Würth products and services, while leading customer planning cycles and ensuring customers' needs and expectations are met. He will be the point of continuity for customer headquarters and will ensure effective communication between the customer and WINA locations. He will also be the point of contact with Würth Industry companies in Europe and Asia.

Marc Strandquist, Executive Vice President of Würth Industry North America says, "Marty fills a position of need for us as we look to enhance our relationships with National Accounts, especially with new customers as we implement the Würth program into their business processes. We recognized there was an opportunity to further solidify our National Accounts relationships, and we are excited to have found the perfect individual–Marty brings a tremendous amount of expertise and experience to this position. He exemplifies Würth values: a commitment to quality and a commitment to our customers."

Goeree is a 20-year fastener executive. He has spent the last several years with the Elgin Fastener Group as Vice President of Sales, responsible for overall sales and marketing strategies. Prior to his role at Elgin Fastener, Goeree was with Fabory North America for eight years as President. During that time, he spent two years overseas on assignment as President and Managing Director for Fabory Central and Eastern Europe. Goeree also worked for Advel for eight years.

### **About Würth Industry of North America**

The Würth Group is the world's market leader in its core business, the trade in assembly and fastening materials, with more than EUR 10,120 billion sales for 2014. It currently consists of 400 plus companies in more than 80 countries with over 66,000 employees on its payroll. The Würth Group is extremely proud to have the largest direct sales force on the globe with around 30,000 permanently employed sales representatives.

In the Group's core business, the Würth Line, the product range for craft and industry comprises more than 100,000 products: from screws, screw accessories and anchors over tools to chemical products and personal protective equipment. [www.wurthindustry.com](http://www.wurthindustry.com).



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