

# NEWS RELEASE

## For Immediate Release

POLYURETHANE MACHINERY CORPORATION  
(PMC)



**POLYURETHANE  
MACHINERY  
CORPORATION**

## **PMC Continues Growth Strategy with New Hire**

**LAKEWOOD, NJ - February 7, 2017** - [Polyurethane Machinery Corporation \(PMC\)](#) is pleased to announce its recent hire of Joe Hearon, who will join the PMC team as their new Business Development Manager. In this new role, Joe will be accountable for creating strategies to improve profitability and increase sales. As the Business Development Manager, his responsibilities will include prospecting new distributors, expanding both national & international business, supporting the internal sales team as well as building and serving the existing network of customers and industry professionals.

Joe comes to PMC with an extensive background in national and international sales support and technical experience. Joe began his career almost 15 years ago with Gusmer Corporation serving as an interface between Gusmer and prospective clients as a Senior Technical Representative. He continued his achievements working at Graco in Sales and Marketing; And most recently as the Director of Contractor Development and Support for Sprayroq Inc. In these positions, he established critical and valuable experience in client relations, coaching, sales techniques and technical support.

In addition to serving as a four-year board member of the Polyurea Development Association, he is a Neuro Linguistic Certified Practitioner and successfully completed the Dale Carnegie Sales Advantage Program.

Mike Kolibas, President of PMC, stated "PMC is very pleased to have Joe Hearon join our team and confident that he will contribute significantly to PMC's growth."

*Polyurethane Machinery Corporation (PMC) manufactures equipment and accessories for use in the urethane industry. At PMC, the service does not stop with the sale. PMC provides its customers with outstanding sales and technical service through a worldwide network of distributors.*

### **PMC Contacts for more information:**

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