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East Manufacturing Names Bill Wallace Platform Product Manager

RANDOLPH, Ohio – November 28, 2016 – East Manufacturing is pleased to name Bill Wallace as Platform Product Manager in addition to his current position as Northeast Regional Sales Manager. In his new role, Wallace will oversee all flatbed and drop deck trailer sales.

“After 32 years with East, Bill focuses on growing our platform customer base,” said Charlie Wells, Vice President Sales & Marketing. “Bill’s platform expertise will be an asset to our customers for not only our future growth but our customers’ growth as well.”

Wallace will be working throughout North America to develop and grow the East platform business. In addition, he will be responsible for product development and quality assurance.

Prior to operating the Northeast region, Wallace was formerly Platform Product Manager. In this former position at East, Wallace successfully contributed to East corporate growth through fleet sales and developing the East dealer network. With 44 years in the trailer industry, Wallace began his career in 1972 at Ravens where he was responsible for inside sales. Wallace received his B.A. in Business from Marshall University.