

# STRASSER

PRESS RELEASE

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## Brad Kiel Joins STRASSER as National Sales Manager

Kiel brings more than two decades of kitchen and bath sales experience to his new role

(Woodinville, WA, December 5, 2023)

STRASSER, manufacturer of high-quality, luxury vanities, has hired Brad Kiel as its new National Sales Manager. Kiel's extensive sales experience includes nearly 25 years in the kitchen and bath industry. Most recently, he served as Vice President of Sales in the Mid-Atlantic, Northeast, and Midwest for Pinnacle Sales Group. While at Pinnacle, Kiel oversaw sales and marketing for a portfolio of 12 luxury appliance and outdoor kitchen brands. He also has held sales leadership roles at bath fixtures manufacturer Toto, Franke Kitchen Systems, and kitchen and bath fixture manufacturer Rohl.



**STRASSER National  
Sales Manager,  
Brad Kiel**

"Brad not only brings extensive expertise to STRASSER, he is well respected in the industry and has proven to be adept at navigating our markets on a national scale," said Jeff Meehan, President of STRASSER. "In the short time Brad has been with us, I have been impressed with his energy and enthusiasm for the company and for its opportunities for growth and success."

As National Sales Manager, Kiel will work closely with other STRASSER management to develop and execute long-term-growth strategies, analyze market and showroom opportunities, and nurture the company's continued brand refresh nationwide. He also will manage and collaborate with the company's team of 16 independent reps and agencies around the United States, as well as focus on other initiatives that will help to expand STRASSER's high-quality reputation.

"I have always enjoyed working for smaller, family-owned companies where I can make a difference," Kiel said. "I look forward to helping STRASSER grow its market footprint by working closely with its dealer network and raising awareness for this exceptional brand."

A graduate of Indiana University of Pennsylvania, Kiel is based in Philadelphia.

### About STRASSER

**STRASSER** manufactures high-quality, luxury freestanding and wall mounted wood bathroom furniture across a range of styles, sizes, configurations, species, and finishes, with well over 50,000 product combinations. Each vanity, cabinet, and accessory is crafted in the USA, built to order using cherry, maple, oak, walnut and alder hardwoods sourced in the US and Canada. Engineered finishes meet the strictest regulatory standards. STRASSER prides itself on detailed craftsmanship, including solid-wood dovetail construction, hand sanding, soft-close doors and drawers, and solid-wood legs. STRASSER was founded in 1982 and is headquartered in Woodinville, Washington. For more information about STRASSER, call toll free 1-800-445-0494 or visit [StrasserWood.com](http://StrasserWood.com).

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