July 31, 2018
FOR IMMEDIATE RELEASE

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Hatco® Corporation Hires Director of Global Marketing

Milwaukee, WI (July 31, 2018) – Hatco® Corporation, a leader in creating innovative ideas for the foodservice industry, has hired Lorne Deacon as its new Director of Global Marketing & Product Development.

Lorne will be assisting Hatco with marketing research efforts for both domestic and export markets, focusing on the "voice of the customer" as it relates to market trends and needs. He will be responsible for helping identify needs within the market and translating those needs into current and future product strategies.

"Lorne's extensive industry sales and marketing experience furthers Hatco's strong commitment to industry-leading solutions, quality and customer service. His focus on satisfying customers' needs with innovative and value-based solutions fits perfectly with Hatco's long-term strategy and vision," said Mike Whiteley, Senior Vice President – Sales & Marketing at Hatco.

Prior to joining Hatco, Lorne was most recently with The Middleby Corporation as the Vice President – Sales for the Star brands. He has also worked in the banking and financial markets. Lorne has a degree in Business Marketing from Western Michigan University.

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About Hatco
From the corporate offices in Milwaukee to the state-of-the-art manufacturing facility in Sturgeon Bay, Wis., Hatco Corporation is a proud employee-owned company. Since 1950, Hatco has a history of excellence in the quality design, production and servicing of warming, toasting, holding, cooking, sanitizing and cooling equipment. To learn more about Hatco, visit the company website at https://www.hatcocorp.com.

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