



GLOBAL SOLUTIONS



NEWS RELEASE



For Immediate Release

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News for the Aggregate, Ceramics, Chemical, Coal Processing, Food Processing, Glass, Metalworking, Minerals Processing, Packaging, Pharmaceutical, Plastics and Rubber and Recycling Industries and Local Erie News

John Blich, Eriez
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Eriez® Promotes Blich to Global Senior Director of Marketing and Brand Management

Erie, PA— [Eriez®](#) President and CEO Lukas Guenthardt announces the promotion of John Blich to the position of Global Senior Director of Marketing and Brand Management. Since joining Eriez in 2012 as Manager of Marketing Communications, Blich has consistently earned promotions to various roles of increasing responsibility within the company's marketing department.



As Global Senior Director of Marketing and Brand Management, Blich heads the company's global marketing efforts and serves as a member of the Eriez executive management team. According to Guenthardt, Blich will be instrumental in developing strategic global and regional marketing initiatives in conjunction with the sales and marketing staff in [Eriez' worldwide operating units](#).

In his new role, Blich's additional responsibilities include leading the development and implementation of a global initiative under the "one Eriez" umbrella in areas such as product standardization, communications, the company's websites, and more.

Guenthardt says that Blich's excitement, energy and creative vision make him exceptionally well-suited for the new challenges he is taking on as the leader of the company's global marketing and brand management activities. "John has the breadth of experience and unrelenting drive to take the Eriez brand to the next level," he notes. "Given his experience working with Eriez-USA as well as with our magnetic subsidiaries and our [flotation group](#), I am confident that John has what it takes to enhance and grow our unique brand as the world leader in separation technology and solutions."

Blich holds two degrees from Indiana University of Pennsylvania, a Bachelor of Science in marketing and a Bachelor of Science in management. He earned a master's degree in business administration from California University of Pennsylvania. In Blich's career prior to joining Eriez, he held marketing and management positions at highly-respected local and international industrial equipment companies.

Eriez is recognized as world authority in separation technologies. The company's magnetic lift and separation, metal detection, fluid recycling, flotation, materials feeding, screening, conveying and controlling equipment have application in the process, metalworking, packaging, plastics, rubber, recycling, food, mining, aggregate, textile and power industries. Eriez manufactures and markets these products through 12 international subsidiaries located on six continents. For more information, call (814) 835-6000. For online users, visit www.eriez.com or send email to eriez@eriez.com. Eriez World Headquarters is located at 2200 Asbury Road, Erie, PA 16506.

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