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Hatco® Corporation Appoints New Head of Global Marketing

Steve Bindl joins Hatco to direct company's market development strategies.

Milwaukee, WI – March 2024 – Hatco® Corporation announced that Steve Bindl has been hired as the Head of Global Marketing.

In his new position, Bindl will direct the company's efforts in market analysis and product research to enhance both product and market development strategies.



"For 75 years, Hatco's success has been anchored in having deep industry insight and truly understanding our customers' needs," said Lorne Deacon, president and CEO. "Steve brings tremendous expertise in key marketing and product disciplines that will further enhance our ability to leverage data and insights to deliver meaningful value to our customers."

Bindl brings a wealth of experience in strategic marketing and product leadership across diverse industries, having held various roles at Harley-Davidson, Briggs & Stratton, ManpowerGroup and, most recently, Cox Automotive.

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About Hatco Corporation

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 whose brands include ADM, American Range, FWE and Ovention, Inc. Since 1950, Hatco has a history of excellence in the quality design, production, and servicing of warming, toasting, holding, cooking, sanitizing, sneeze guards and cooling equipment. To learn more about Hatco, visit the company website at <https://www.hatcocorp.com>.