

Wisconsin Lift Truck Corp. Hires Corporate Sales Manager



BROOKFIELD, WI – Wisconsin Lift Truck Corp. announced the appointment of Brian Fulton as corporate sales manager in charge of contractor equipment sales at its Brookfield headquarters.

Fulton is a graduate of Carroll College, Waukesha, WI, and holds a BS in mathematics with a minor in secondary education. He has 16 years of industrial sales and sales training experience combined with four years of high school teaching experience. His most recent position was with Dynaco USA, where he grew sales 95 percent as a regional sales manager.

“In all of his past positions, Brian has developed and maintained excellent professional relationships and has done an outstanding job servicing his customers. He brings a wealth of knowledge in sales and customer service and will be a direct asset to our sales team,” says Jerry Weidmann, president of Wisconsin Lift Truck Corp.

Fulton will be responsible for the Contractor Equipment Services Division, which focuses on aerial equipment, construction equipment and industrial cleaning equipment. The division’s products include JLG; Genie and Terex boom and scissors lifts; Gehl wheel loaders, skid steer loaders, compact excavators and telescopic forklifts; and PowerBoss sweepers and scrubbers. Fulton will manage all manufacturer relationships, be responsible for training for these products and support all account managers on sales opportunities.

Wisconsin Lift Truck Corp. (www.wisconsinlift.com) one of Wisconsin’s largest privately held firms, is a 49-year-old, full service material handling distributor with over 300 employees at its headquarters in Brookfield, Wisconsin; its branches in Green Bay, Janesville, Madison and Wausau and its business partners. Those partners include Wolter Power Systems (www.wolterps.com), which specializes in new industrial engines and generator sales, service and parts; Wolter Material handling (www.woltermh.com) offering sales, new and used, parts, service and rentals of lift trucks and construction equipment in western Wisconsin; and Contractor Equipment Services (www.ceswltc.com), which offers new and used sales, service, parts and rentals of construction and aerial equipment, and sweepers and scrubbers.

For more information, contact Dave Oldenburg, at Wisconsin Lift Truck Corp. Phone: 262-781-8011 X3025, Fax: 262-783-0729; e-mail: dave.oldenburg@wisconsinlift.com

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