



NEWS RELEASE

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For Immediate Release
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French to Lead Bradford White Specialty Sales

Bradford White Corporation, Ambler, PA – Bradford White Corporation has appointed Jim French to the position of Director of Sales – Specialty Products for Bradford White Water Heaters, effective June 5, 2017.

Before joining Bradford White, French was employed as the Vice President of Wholesale Sales for Bosch Thermotechnology North America. Prior to that post, French was the Vice President of Sales & Marketing at Buderus Hydronics Systems. He brings extensive experience in hydronic and tankless products to his position at Bradford White. French will work closely with Bradford White Manufacturers Representatives and internal sales management in support of sales initiatives relating to boilers, volume water heaters, storage tanks and tankless products. He will also work in conjunction with Bradford White subsidiary companies to execute corporate sales initiatives. French received a Bachelor of Science degree in Marketing from West Chester University of Pennsylvania.

“As our business expands in new directions every day, we must also expand our team so our customers get the very best service possible. Adding Jim’s expertise will serve our customers and Bradford White very well. We’re excited to have him on board,” said Jim McGoldrick, Vice President of Sales for Bradford White.

Bradford White Corporation is a full line manufacturer of residential, commercial and industrial products for water heating, space heating, combination heating and storage applications. The company is headquartered in Ambler, PA and has manufacturing facilities in Middleville, MI, Niles, MI, and Rochester, NH and a distribution and training center in Halton Hills, ON Canada.

