

Press Release

February 20, 2024

Derek Brodt joins Electrolux Professional Group Americas, Customer Care Team

Electrolux Professional Group, a global foodservice equipment manufacturer, announced that Derek Brodt has been appointed Director of Customer Care.

Brodt, who has extensive experience in the food industry, will drive the long-term strategic vision and direction of Electrolux Professional Group's branded service program, Essentia. His primary responsibilities revolve around creating a seamless after-sale customer experience in support of the program's mission to elevate customer care to a new level through comprehensive maintenance programs that make our customers' work-life easier, more profitable, and truly sustainable daily.

"Electrolux Professional Group leads the way in providing cutting-edge solutions to the marketplace, so I was thrilled to join these efforts," said Brodt. "There is a great opportunity to support our customers with a world-class experience while engaging in our long-term goal of sustainability. Expanding our Essentia-exclusive services will continue to provide additional value to the market while allowing us to deliver on our promise of being customer obsessed. Our customers deserve a 360 view and a frictionless experience, and I'm thrilled to play a part in providing that to them."

Brodt joined the food service industry in 2015 after serving in the US Army. After 5 years at Unified Brands as a Production Manager and Business Development Manager, he recently served as a Business Development Manager for Chains at Duke Manufacturing. He holds a Master's in Business and Administration and is studying to take his Certified Food Service Professional (CFSP) exam in 2024. He can be reached at Derek.Brodt@electroluxprofessional.com.

For more information on Essentia, please visit [Essentia Customer Care - Electrolux Professional Global](#)

Media Contact: Kellie Wood, Director of Marketing - Americas •
kellie.wood@electroluxprofessional.com

About the Electrolux Professional Group in Americas

The Electrolux Professional Group is one of the leading global providers of food service, beverage, and laundry for professional users. In the Americas, the Group offers food, beverage and laundry solutions within a wide group of specialty brands. Our innovative products and worldwide service network make our customers' work-life easier, more profitable – and truly sustainable every day. Our solutions and products are manufactured in 13 plants in eight countries and sold in over 110 countries. In 2023, the Electrolux Professional Group had global sales of SEK 12bn and approximately 4,300 employees. Electrolux Professional's B-shares are listed at Nasdaq Stockholm. For more information, visit electroluxprofessional.com/us.

**GRINDMASTER****CRATHCO****UNIC****Electrolux Professional, Inc.****HEADQUARTERS**
88 Armory Rd
Vicksburg, MS 39183**KY OFFICE ADDRESS**
4003 Collins Lane
Louisville, KY 40245**MI OFFICE ADDRESS**
525 South Coldwater Rd
Weidman, MI 48893**TELEPHONE**
888-994-7636
800-695-4500**WEB**
www.unifiedbrands.net
www.electroluxprofessional.com