

Press Release

FOR IMMEDIATE RELEASE

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GEA Consulting
2420 N Pine Creek Rd
La Crescent, MN 55947
Tel: (507) 895-6826



Bassam Elassaad Joins GEA Consulting

La Crescent, MN – May 3, 2010 – Continuing its drive to build talent and expertise in various fields related to the Heating, Ventilation and Air Conditioning (HVAC) industry, GEA Consulting announced today that Bassam Elassaad has joined its team as Director – Business Development for the Middle East.

Bassam brings expertise in strategic marketing and communications for the HVAC and environmental industries. His background in sales and general management, having covered markets and customers in the Europe, Middle East and North America, gives an extra breadth in approaching and advising strategic partners. “Bassam will expand our reach into new markets as well as add strategic communications expertise to the portfolio of our marketing team,” said Larry Butz, President GEA Consulting. “HVAC Business Effectiveness is a growing part of our global services and enhancing our resources in the fields of marketing and business globalization has been part of GEA’s vision,” continued Butz.

Bassam brings in over 35 years experience in the industry, mostly spent at Trane but also covering industrial fans and blowers working for Chicago Blower. He is a Professional Engineer from Ontario, Canada and is based in Brussels, Belgium.

About GEA Consulting: *GEA Consulting, Inc provides engineering and management expertise to the HVAC and manufacturing industries with offices across the USA, China, France and Australia. Our consultants are experienced professionals providing consulting services in the fields of technology transfer, plant operating efficiency, business development and crisis resolution among others. GEA Consulting is based in Minnesota, USA. Visit our website at: www.gea-consulting.com.*

For information, contact Larry Butz +1 507-895-6826. LButz@GEA-consulting.com