

## **Lynnette Cowger - Director of Marketing and Cost Estimating**

Lynnette is leading the market growth of the company through extensive market research and analysis that prepares the business development team and executives with leads, data, and strategy to go win business. She also manages the marketing activities of the company through digital media, marketing collateral and promotional materials, and industrial or community outreach events. Lynnette is key to developing the cost of our modular production piece pricing and overall costing and pricing strategy for proposals submitted to customers.

Lynnette started as a business management intern with Gerstenslager, graduating magna cum laude with a bachelor's degree in business management, with a Marketing concentration. She has held several positions in business development, with account management of top customers and estimating and program management.

### **Major Accomplishments and Milestones:**

- 2020 Women of Excellence in Metalforming and Fabricating Award winner
- Implementation of new CRM system, Salesforce, across all groups of ArtiFlex in 2020.
- Successful coordination of profitable emergency offload production business, multiple times from 2003 to 2018
- Led efforts of market differentiation and expansion into non-auto markets in 2008-09
- Key member of the Worthington Strategy team that helped facilitate a long-term business strategy and opportunities with Nissan Motors in 2006.
- Involvement in operational startup milestones of a greenfield expansion plant in Clyde, OH in 2001