

*"...identifying, assessing and delivering world-class leaders."*

## **Vitamix<sup>®</sup> Corporation Hires Sales Leader for Household Division**

**Cleveland, Ohio, August 2011** – After conducting a nationwide search led by retained executive search firm ASLON, Vitamix<sup>®</sup> Corporation has hired Donald Snyder as their new Vice President of Sales for the Household Division. Don will be a key member of Vitamix's senior executive team and be responsible for leading the sales team through a shift in sales methodology, capitalizing on the success realized in their commercial division. He will report directly to the Vice President of Sales and Marketing, Tony Ciepiel.



Prior to joining Vitamix, Don built his career in sales at TTI Floorcare and their predecessor, Royal Appliance, most recently having served as Vice President & General Manager for the Dealer and Commercial Division. Don earned his Bachelor of Science in Business Administration from Bowling Green State University.

### **About Vitamix**

Vitamix Corporation, privately owned and operated by the Barnard family since 1921, manufactures and markets superior blending and mixing products directly to the public and the restaurant/hospitality industry. Vitamix is recognized as a leader in innovation and in the direct marketing industry, having created the infomercial genre in the late 1940s and developed the first true commercial blender in the early 1990s. Leading consumer magazines rank Vitamix as the highest quality consumer blender. While Vitamix continues to grow and introduce new products every year, every product is built at their world headquarters in Cleveland, Ohio. Vitamix remains family-owned and operated and is firmly focused on the importance of quality and customer service.

### **About ASLON**

ASLON is a global, retained executive search firm whose mission is to be the leading integrity based search firm focused on identifying, assessing and delivering world-class leaders. We are members of the International Executive Search Federation (IESF) and through our network in 40 different countries we can recruit and deliver leaders in any location around the world. Our reputation is built on our ability to see a search through from the initial meeting with our client to the assimilation of the finalist into the position. We operate under very strict standards of ethics and methodologies to identify the right person to fit the culture and vision of our client.