



**THE GILMAN BROTHERS COMPANY**

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**FOR IMMEDIATE RELEASE**

## **Gilman Brothers Welcomes Rob Zook as Northeast Business Development Leader**

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The Gilman Brothers Company is excited to welcome Rob Zook as the company’s newest Business Development Leader. Zook will focus on the Northeast region where he will work directly with distributors, wide format printers, retailers, equipment manufacturers, and suppliers to strengthen existing partnerships and explore new business opportunities.

Zook comes to Gilman Brothers from MACTAC, of Stow, OH where he fulfilled a critical role in driving revenue, with a focus on negotiating and closing agreements for products with merchant distributors, commercial printers, and end users across a multi-state territory. He brings with him over 14 years of diverse experience in sales management and a reputation for consistently delivering positive results in challenging and highly competitive industries.

Zook is a visionary and an accomplished sales executive with a history of seeing the big picture. Skilled in delivering results throughout all sales cycles and economic conditions, he leverages attention to detail to analyze all facets of challenges to develop actionable steps based on reason and intelligence. By applying the use of data and analytics to provide insights to both internal teams and stakeholders as well as clients, he demonstrates how company solutions can address business requirements and deliver superior ROI.

“Rob is a perfect addition to our growing team. He comes with an impressive background and passion for immediate growth impact,” says Bill VanHorn, Director of Sales. “Funny thing is, after the first round of interviews he joined over 30 team members at a local baseball game and fit right in. Commercial strategy is aggressive, and Rob will be a major asset.”

The addition of a Northeast Business Development Leader is part of a strategic move to realign the company’s commercial team and refocus resources. Business Development Manager, Ari Luna, who has been with the company for over 15 years and has traveled extensively as the face of Gilman Brothers, calling on the largest printers, ad agencies and end-users across the East Coast and beyond, will now be focusing 100% of her efforts on corporate account strategies for not only the newly launched Resilient line, but the company’s entire portfolio.

“This change has been coming for a few years,” says Bill VanHorn, Director of Sales. “We had to round out the rest of the team with new hires to free Ari up to do what she does best – close new business and create long term partnerships. Her technical expertise and strong commercial skills along with a magnetic personality make her the perfect team leader to continue our commercial strategy with national strategic accounts.”

“This transition is both exciting and bittersweet,” confesses Ari Luna, who has built lasting friendships as well as business partnerships throughout the Northeast. “I’m eager to focus my attention on national market opportunities, especially on our Resilient® line that has so much growth potential, while continuing to lead our dynamic inside sales team.”

For additional information on any Gilman Brothers products visit our website at [www.gilmanbrothers.com](http://www.gilmanbrothers.com), email us at [sales@gilmanbrothers.com](mailto:sales@gilmanbrothers.com) or call regular EST business hours 860-889-8444 or the 24/7 hotline 860-884-2077.

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