

Xaloy Promotes Seeni Congivaram to VP

Change part of larger reorganization after PE acquisition

(June 2, 2021) AUSTINTOWN, Ohio – Xaloy, a leading manufacturer of plasticizing components for injection and extrusion machinery for the global plastic processing industry, has announced that Seeni Congivaram has been promoted to vice president, commercial.

In his new role, Congivaram will lead development of strategic sales plans based on company goals and promote sales growth and customer satisfaction. Specific responsibilities include business and market development, strategic direction for promotion and advertising, sales growth, and customer satisfaction. He will also oversee the sales management team's activity, team development and revenue growth.



Seeni Congivaram

“Since joining Xaloy, Seeni has made numerous positive changes within the company, including building a world-class sales organization designed to fuel growth,” said Xaloy chief executive officer Kamal K. Tiwari. “I’m thrilled for Seeni and excited to see how our business will prosper and benefit from his direction and leadership as we engage more deeply with our global customers, partners and suppliers and expand our commercial focus in all markets we serve. Seeni’s passion for results and his exceptional character are the perfect combination for this new leadership role at Xaloy.”

Congivaram has been with Xaloy for three years, starting as director of sales and marketing for the Americas region under Nordson Xaloy. Previously, he had various global commercial roles in companies, including Linde/Praxair, Midrex (Kobelco) and Imperial Chemical Industries.

Congivaram received his Bachelor of Technology degree from Pondicherry Engineering College, India, and Masters in Business Administration from Yale University.

“I am very excited about the new opportunity. I look forward to working with the global Xaloy team to grow our market share, drive our innovation focus and satisfy the ever-changing needs of our customers” Congivaram said.

Congivaram’s promotion is a part of a larger reorganization of Xaloy’s commercial team in Europe and the Americas since the Chicago-based Altair Investments purchased the company earlier this year.

“Xaloy is a market leader and innovator in the global polymer processing industry. To maintain this position and continue to grow, we need to get closer to our customers, understand their needs and work hard on exceeding their expectations,” Tiwari said. “There is much consolidation happening in the industry and our customers have global operations. To serve them, we need consistent go-to-market strategies and to build deeper relationships. We are reorganizing the commercial team in the Americas and Europe to leverage our global footprint and deep talent pool to achieve this goal.”

In Europe, Ralf Hilbert, managing director of Xaloy Europe, will work with Congivaram to shape the European business and support efforts and initiatives to improve Xaloy’s market position in Europe. Hilbert has been with Xaloy for 15 years, starting as sales and marketing director for the Europe, Middle East and Africa (EAME) region. He holds a bachelor’s degree in plastics



Ralf Hilbert

engineering from Fachhochschule Darmstadt University (now University of Applied Sciences, Darmstadt), Germany, and has more than 25 years of experience in the plastics industry.

In the Americas, Rob Cook will lead the processor sales team and be responsible for ensuring profitable growth, developing key account management strategies and talent development.

Cook has been with Xaloy for 26 years, serving as inside sales manager and key account manager before becoming sales manager for processor sales in the Americas, a role he's held for the past 10 years. He received his business management degree from Ohio Northern University.



Rob Cook

Rounding out the reorganization, Todd Borst, Shannon Abts and Scott Linn have been promoted to senior regional sales managers (RSMs), where they will oversee customer service, management of manufacturer representatives, talent development and deeper understanding of competitive landscape. Leo Rosenbauer was promoted to RSM for the West region; Alberto Miranda, RSM for expanded Latin America, including the important Mexico territory; and Ray Weaver was promoted to inside sales manager.

About Xaloy:

Founded in 1929, Xaloy LLC is a global leader in high-performance machinery components and equipment for the plastics industry. Xaloy has one of the largest screw and barrel design portfolios, world-class manufacturing capabilities and a global sales and customer support team. Xaloy's deep technological and engineering expertise has helped improve quality and throughput for plastics processors. Among the company's accomplishments is inventing the first tungsten carbide barrel to withstand extreme wear and corrosive environments. Learn more at www.xaloy.com

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