



For Immediate Release

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MEDIA ADVISORY

GENESIS SYSTEMS GROUP ANNOUNCES NEW GENERATION OF LEADERSHIP;

PATRICK POLLOCK, CEO/PRESIDENT

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Davenport, Iowa – Genesis Systems Group, a leader in robotic systems integration, is proud to announce the promotion of Patrick Pollock to Chief Executive Officer/President, effective May 5, 2016. Mr. Pollock has been with Genesis for over 13 years, most recently serving as Chief Operating Officer. He has over thirty-five years of experience in the manufacturing industry and has been involved with various management assignments including global business development. Mr. Pollock earned his Doctor of Business Administration degree from St. Ambrose University in Davenport, IA.

“I am honored and excited to have the opportunity to lead such a great company with so many talented people.” Pollock said in his address to the company. “Joel, Chuck, the Board and all the Genesis employees have created a solid foundation on which we can continue to build.”

With this promotion, Joel Lorentzen, previous Genesis President/CEO will continue to serve on the Board of Directors for Genesis Systems Group, Genesis-ICESA Systems and Genesis Systems Group Japan. Mr. Lorentzen has been with Genesis Systems Group for 26 years. As President and CEO, Joel expanded global operations into Mexico and Japan, and has helped Genesis reach new markets and applications.

“We are now poised for a future that is even brighter than what we have experienced so far. This future is going to demand new ways of thinking and new ways of working. Genesis is now ready for a new generation of prosperity...that means a new generation of leadership.” stated Lorentzen while announcing Pollock’s promotion.

Mr. Charles (Chuck) Keibler, Genesis’ Executive Vice President will also transition to Chairman of the Board for both Genesis-ICESA Systems and Genesis Systems Group Japan and will continue to serve on the Board of Directors for Genesis Systems Group. Mr. Keibler has been with Genesis for over 32 years and has played a key role in the company’s success since its inception in 1983.

With this transition, Pollock has selected an energetic and talented senior team to lead the company into this new era of growth and prosperity.

Keith Ehrecke has been promoted to Vice President of Operations. Mr. Ehrecke has been with Genesis for 3 years as the Director of Quality and Process Improvement and was responsible for Versa Factory operations.



Diane Foss has been promoted to Vice President of Treasury and Group Controller. Ms. Foss was previously the Corporate Controller and has been with the company for 24 years.

Julie Stark has been promoted to Vice President of Information Management. Ms. Stark was previously the Director of Information Management and has been with Genesis for 17 years.

Carol Woten has been promoted to Vice President of Sales and Marketing. Ms. Woten was previously the Director of Business Development for Genesis and has been with the company for 14 years.

About Genesis Systems Group

Genesis Systems Group is a recognized leader in robotic systems integration. Genesis specializes in factory automation with robots for welding, cutting, adhesive application, assembly, machine tending, composite non-destructive inspection and waterjet cutting. Genesis' solutions focus is backed by expertise in part processing, process development, system and tooling design, motion controls, manufacture, and implementation of industrial automation. With over 4,500 robotic system installations, Genesis has workcells located in 42 states and 15 countries.

Today, Genesis Systems Group's engineered solutions are used in manufacturing a number of different products; automobiles, construction and agricultural equipment, office furniture, trucks and trailers, lawn and garden equipment, recreational vehicles, and aerospace components to name a few.

Genesis Systems Group has offices in Davenport, Iowa, Rochester Hills, Michigan, San Juan Del Rio, Queretaro CP Mexico and Nagoya, Aichi, Japan. For more information log onto www.genesis-systems.com.