

FOR IMMEDIATE RELEASE

Michael Mardis joins Froude Inc.



NOVI, MI, October 18, 2016 -- Michael Mardis has joined Froude, Inc. as the new Technical Sales and Agency Manager. Mr. Mardis is a seasoned leader in sales and business development with more than 36 years of experience in the Latin America, Caribbean and US markets.

Prior to joining Froude, Michael was instrumental in the success of Hoffman Engineered Systems (HES), a start-up entity of Hoffman Engineering in Stamford, Connecticut. Not only did he grow sales of a brand-new medical grade Power Management System for HES, but also contributed to the product design and engineering. This uninterruptible power supply for mobile applications is considered the best in the industry.

Michael's experience includes technical and export sales of electrical products for Siemens and Westinghouse Electric, where he achieved the Circle of Excellence Sales Award several years in a row. He also founded and served as President of Naftex International, a wholesale exporter of electrical equipment to Latin America and the Caribbean.

Michael holds a Bachelor's Degree in International Business from Pennsylvania State University, attended high school in Switzerland and in addition to English, speaks fluent Spanish and French.

"We are honored to have him on board and are confident his talent and international expertise will make significant contributions to our company." says President Andy Sadlon.

About Froude: Froude is widely recognized as the world's technology leader for the automotive, gas turbine, aerospace, marine and industrial markets for engine testing systems. Froude has been the most recognized engine testing brand for over 135 years and has provided products and services to many major brand names, including all of the top automotive manufacturers. With global support coverage as well as manufacturing centers in both North America and the UK, Froude is capable of supplying and supporting customers anywhere in the world.
