

Marketing Mensch



This issue we say farewell to a longtime colleague and friend, Dave Friedman, who is retiring at the end of October.

As Associate Publisher, Dave's main role has been in advertising sales, and although his name and face didn't often appear in our pages, that doesn't mean he wasn't an important contributor since joining our team in 2009.

In fact, in many ways, Dave has been the face of our organization for nearly 16 years, representing our publications at trade shows, industry events and in-person meetings with our advertisers.

Many in the industry have come to appreciate Dave's gift for storytelling, his deep understanding of marketing, and his overall professionalism. Instead of being a high-pressure sales guy, he has always taken a consultative approach, helping our customers understand the best ways to use our resources to accomplish their marketing goals.

Which is not to say he's been a pushover.

In fact, his character combines dogged persistence, a positive attitude and a passion for what he does, so it's no wonder he's been such a valuable contributor over the years.

I'm confident that as Dave enters the next chapter of his life, those qualities will continue to serve him well, no matter what endeavors he undertakes.

On behalf of our organization, I thought it appropriate to acknowledge Dave for his years of service. But on a more

personal level, I wanted to thank him personally for the collaboration and guidance that have helped me direct the activities of our magazines. Whatever success we've been able to achieve, Dave has been a part of.

So thanks, Dave! Good luck and best wishes!

P.S. For those of you wondering about what's next, you can rest assured that we're still in good hands. For the past year, Dave has been working closely with Katie Mulqueen (mulqueen@motionpower.org) and Rebecca Brinkley (brinkley@motionpower.org) as we've transitioned to a more comprehensive sales approach that includes all of the resources of *Gear Technology*, *Power Transmission Engineering* and the Motion + Power Manufacturers Alliance. Reach out to them if you'd like to learn more about advertising, sponsorship or exhibiting at MPT Expo!



Randy Stott

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