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AFG Names Serge Martin New Vice President, Marketing

AFG president, Brad Kitterman, announced today that Serge Martin has been named Vice President, Marketing for AFG Industries. Martin will replace Fred Wallin who is retiring the end of March.

Kitterman explained, "Serge will be moving to the AFG Corporate Office in Atlanta from Brussels where he has been in sales and marketing management for Glaverbel. Most recently, he has served as Commercial Manager BeLux and Architectural Projects, and his responsibilities included fabricated products in Belgium-Luxemburg and the sales and marketing of Glaverbel solar control (sputtered) coating products worldwide. He has also served as Commercial Manager Architectural Projects, Business Development Manager and Product Manager for Laminated Glass." Kitterman continued by saying, "During the significant changes we are making to our business model, Serge brings a strategic business sense blended with a wide and very practical understanding of the global flat glass and fabrication business. I am confident he will be an excellent addition to our management team."

Martin graduated with high distinction from Universite Libre de Bruxelles in civil engineering (mechanics). Prior to joining Glaverbel, he managed the "Energy in Buildings" laboratory for the Belgian Building Research Institute which functions as project consultants for architects and industrial customers in the area of building physics. Fred Wallin, who has been vice president of marketing for the past 10 years, said, "I have known and worked with Serge for the past 6 years, and am excited that he has accepted this challenge. His combination of strategic thinking and broad technical experience will be a real asset to AFG and our customers."