

Concentric AB appoints Joshua Berin as Vice President of Sales for Hydraulics in North America

Joshua Berin has joined the Concentric Group as Vice President of Sales for North America to lead the profitable and sustainable growth of our Hydraulics product sales throughout the region.

Joshua has a B.A. in Communications, Marketing & Media, from the University of Missouri, St. Louis. He joins us from Actuant Corporation where he has spent the past 5 years in senior sales roles, most recently as the Vice President Sales for the Maximatecc business unit, specializing in operator-machine interface solutions and instrumentation for critical environments serving leading OEMs in Construction/Agriculture, Heavy Duty Industrial, Transportation, and Specialty Vehicle markets.

Martin Bradford, Senior Vice President said of the appointment, “Josh has a proven track record of developing profitable sales in new markets and territories through value based selling. He has experience working as a sales leader with both direct and cross functional teams globally. His background and drive will make him a valued member of my leadership team.”

Joshua Berin replaces Bill Ford who retires in the next 3 months. His appointment provides a smooth transition for the existing sales team and Concentric's customers.

For further information about this appointment, please contact Martin Bradford at martin.bradford@concentricab.com.

Concentric AB is an innovator in flow control and fluid power, supplying proprietary systems and components to the world's truck, agricultural machinery, construction equipment and industrial applications end-markets. The company has manufacturing facilities in the UK, USA, Germany, Sweden, India, China and Argentina.