



Press Release RATIONAL USA

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Ryan Elsen Joins RATIONAL USA as Vice President of Street Sales

Chicago, Illinois (July 25, 2019) – RATIONAL, the leading manufacturer of combi technology, is pleased to announce that Ryan Elsen has joined the RATIONAL USA leadership team as vice president of street sales. With the creation of this new position, RATIONAL is expanding the US leadership team and positioning the company for continued growth from both street and key account market segments.

Elsen brings nearly 20 years of sales leadership experience to his new role at RATIONAL USA. Before joining RATIONAL USA, he served as the director of program sales and vice president of sales for Sysco Food Services of Iowa. Now, Elsen will oversee the sales activities of the five RATIONAL USA street sales directors, 27 regional sales managers and 21 manufacturer representative partner groups.

This announcement follows the creation of a new position, designed to enable ongoing and specific focus on both street and key account customer needs. As customers increasingly switch to RATIONAL from conventional and competitive units, RATIONAL USA has responded by increasing sales team capacity and sales leadership. The the market-leading commercial combination oven brand in the U.S., RATIONAL has a 45% market share and a five-year compounded annual revenue

growth rate above 20%-- achievements made possible by an outstanding sales team, best-in-class service and unequalled after-sales customer care.

"We are delighted to add Ryan to our team and confident he will help us accomplish our aggressive goals," said Markus Glueck, executive vice president of RATIONAL North America. "We shipped over 10,000 units last year and will do that again in 2019. It's our investments in talent and infrastructure that enable RATIONAL to maintain an outstanding customer experience, while positioning the company for ongoing and sustainable growth."

About RATIONAL

The RATIONAL Group is the world market and technology leader in the field of hot food preparation for professional kitchens. Founded in 1973, the company employs more than 2,100 people. RATIONAL is listed on the Prime Standard of the German Stock Exchange and is included in the SDAX.

Headquartered in Rolling Meadows, Illinois, RATIONAL USA helps commercial kitchen operators across the country do more with less space, waste, energy, cost and stress. To learn more about the company, find information about RATIONAL products and services, and view current job postings, visit www.rationalusa.com.

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