



## NEWS RELEASE

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For immediate release:

### **Viega Announces Craig Cullen as Director of Sales Operations**

**New director of sales operations aims to provide excellent sales support through using hard data and accurate sales forecasts.**

BROOMFIELD, Colo. – December 2017 – [Viega LLC](#) hired Craig Cullen as its director of sales operations. In this position, Cullen is responsible for sales support as it relates to reporting, analysis, demand forecasting and pricing analysis.

Cullen has more than 25 years of sales operations experience in a number of industries, including consumer products, pump manufacturing, connectors manufacturing, eCommerce and billing services. Prior to joining Viega, Cullen worked as a director of sales operations for Xylem Inc., where he won several awards for commercial excellence.

“Craig uses hard data, objective analysis and superior communication skills to deliver excellent sales support to his team,” said Sean Debnath, vice president of sales and marketing at Viega. “We believe his skills will aid Viega’s sales organization by supporting accurate sales forecasts, current demand planning analysis and competitive pricing and quotes, while protecting margin and profitability.”

Cullen lives in San Juan Capistrano, California, with his wife and three children. He earned a bachelor’s degree in business administration from Loyola Marymount University in Los Angeles.

#### **About Viega:**

The Viega Group, with a tradition of innovation for more than 115 years, has more than 4,000 employees worldwide and is among the leading manufacturers of pipe fitting installation technology. In metal press systems for industrial, commercial and residential projects, the company is the global market leader. In the U.S., Viega LLC employs nearly 500 people and offers more than 3,000 products. These include Viega ProPress® for copper and stainless, Viega MegaPress® for black iron and stainless pipe, the Viega PureFlow® System including PEX and fittings in high-performance polymer and Zero Lead bronze, as well as MegaPress CuNi and SeaPress® systems for marine applications. Viega also specializes in the design, production and installation of ProRadiant™ heating and cooling systems, and offers In-Wall Flushing Technology including carriers and flush plates. For more information, visit [viega.us](http://viega.us).

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