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Wausau hires Lori Schock as V.P. of sales and marketing



Wausau, Wisconsin (Aug. 2014) – Lori Schock has been named Wausau Window and Wall Systems' vice president of sales and marketing. As a member of Wausau's executive team, Schock reports directly to company president Jim Waldron. Drawing from more than 20 years of management experience, she most recently served as general manager of Hilti North America's East Great Lakes and Steel Services division.

“We are excited to have Lori join us,” said Waldron. “We’ve been searching for the perfect leader who has a proven record of supporting steady growth, has developed high-performing teams and has developed new markets, as well as someone who has a strong understanding of commercial and industrial construction products. It was a tall order and we took our time to find the best person for this key position.”

Beginning Aug. 11, Schock will manage Wausau's team of market managers, regional sales managers, local architectural sales representatives and manufacturer's representatives. She will lead them in continuing to strengthen customer relationships and to collaborate with commercial building owners, architects, general contractors and glazing contractors across North America. In addition to directing the sales and marketing team, she will oversee industry affiliations, new markets, new products and marketing including communications, promotions, advertising and trade show activities.

Schock previously worked as vice president of strategic marketing at Hilti before her promotion to division general manager. Prior to this, she worked as director of strategic marketing for Crane Company's highly engineered, fluid handling product segments. Earlier in her career, she established Goodyear Tire & Rubber Company's Asia-Pacific regional headquarters in Shanghai and served as its director of sales and marketing. Other past positions include as Goodyear's sales and marketing manager for heavy-duty equipment and as its market development manager in Europe; as a merger and acquisitions associate at Goldman Sachs & Co.'s investment banking division; and as a supply chain consultant at Henkel/Cognis Corporation.

Before earning an MBA from Harvard Business School, Schock graduated with a B.S. in chemical engineering from the University of Cincinnati.

Nationally recognized for its innovative expertise, Wausau Window and Wall Systems is an industry leader in engineering window and curtainwall systems for commercial and institutional construction applications. For more than 55 years, Wausau has worked closely with architects, building owners and contractors to realize their vision for aesthetic beauty, sustainability and lasting value, while striving to maintain the highest level of customer service, communication and overall satisfaction. Wausau is a part of Apogee Enterprises, Inc., a publicly held, U.S. corporation.

Wausau and its staff are members of the American Architectural Manufacturers Association (AAMA), the American Institute of Architects (AIA), the APPA – Leadership in Educational Facilities, the Construction Specifications Institute (CSI), the Design-Build Institute of America (DBIA), the Glass Association of North America (GANA), the National Fenestration Ratings Council (NFRC) and the U.S. Green Building Council (USGBC).