



Vital Engineered
Components Company

VECCO Announces New Key Sales Executive Hire

Sterling Heights, Michigan, July 31st, 2024

VECCO (“Vital Engineered Components Company Inc”), a Michigan corporation, is excited to announce a new Sales Executive Hire, Mr. Jeffrey Desreuisseau. Mr. Desreuisseau is joining VECCO from PA Industries as Director of Business Development and will lead new sales efforts on behalf of VECCO in the aerospace industry. Mr. Desreuisseau brings VECCO over 25+ years of experience managing new sales throughout the aerospace sector.

With a deep understanding of aerospace manufacturing initiatives and customers, Mr. Desreuisseau will be a key player in developing VECCO’s sales roadmap of relevant aerospace parts sales and services. He will also play a larger role within VECCO in building a top performing sales team to execute VECCO’s mission to build a state of the art aerospace product line offerings for its existing and future customers.

Mr. Bob Bell, CEO of VECCO says “We have been very fortunate to find an outstanding individual to continue to build VECCO’s long term aerospace focused initiatives. Jeff has an immense wealth of aerospace knowledge and a deep rolodex in the sector. Jeff also closely aligns with VECCO’s core values. With Jeff’s support and our continued growth, I am extremely confident in the future of VECCO as we look to scale rapidly, and we are excited to continue our keen focus on accelerating our growth in the aerospace sector. We are thrilled to have Jeff join our incredibly talented and experienced leadership team.”

Mr. Desreuisseau was recruited through an executive sales recruitment firm called Sales Empowerment Group (“SEG”). Mr Sean Carson, SEG’s Executive Vice President, stated “We are happy to be able to partner with VECCO as a leading aerospace component manufacturer and were able to help recruit Mr. Desreuisseau. SEG is a key partner for new sales recruitment efforts across a broad range of industries.”



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About VECCO:

Founded in 2022, VECCO are professionals in Manufacturing Engineering, Quality, and Machining Operations define and execute advanced 5-axis CNC machine and turning processes, as well as manage the workflow through chemical treatment, coating, painting, etc. We manage processes, from cast blank to finished engine components.

Originally incorporated in 1969 as Tool Specialties, we are taking the next step in Continuous Improvement in creating components vital to aerospace engine manufacturing. It is all in our name:

VECCO = Vital Engineered Components Company

Website: www.vecco.co

About SEG:

Brian O'Neil founded SEG in 2009 to help B2B organizations accelerate sales growth. For 15 years, we've empowered companies with services and technology that make an immediate impact.

In 2023, SEG acquired Square 2 and Action Selling to provide a fully aligned marketing and sales solution. Together, we've worked with thousands of clients to generate more leads, deploy sales reps quicker, and implement sales training in weeks.

Website: www.salesempowermentgroup.com