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**metabo**<sup>®</sup>  
PROFESSIONAL POWER TOOL SOLUTIONS

# PRESS RELEASE

## Metabo appoints new President & CEO, Christopher Berg



**September 30, 2019 – West Chester, PA –**

**Metabo Corporation**, a leading international manufacturer of professional grade cordless and corded hand-held power tools and accessories, announces the appointment of Christopher Berg as President and CEO for the United States and Canada, replacing retiring President CEO Joseph S. Smith.

“I am happy to say that Chris and I have known each other for 20 years, and I have tremendous respect for him personally and professionally. I have truly enjoyed working with the [Metabo] team for the past 3-1/2 years and wish [Metabo] continued

success in the years ahead. I have the utmost confidence that under Chris Berg's leadership, we will reach even greater heights,” said Joseph S. Smith.

Chris received a BS degree in Finance & Operations Research as well as his MBA from the University of Wisconsin, Madison. His career started at the Kohler Co. where he held several different domestic and international roles ranging from accounting to sales to product management. He then spent nearly a decade in the power tool industry with Milwaukee Electric Tool Corp., serving as Product Manager - Sawzalls & Bandsaws, Product Manager - Saws & Woodworking, Group Manager - Brand & Channel Marketing, and Global Brand Manager (based in Stuttgart, Germany) where he helped them launch their brand and the V28 technology in Europe. His final assignment at Milwaukee was Director - New Business Development, Gas & Power Equipment.

Chris then spent 8 years with BRP (Bombardier Recreational Products), ultimately as the Global Director of Marketing & Strategic Planning for their Evinrude brand. He was instrumental in launching another innovative

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product, Evinrude's E-TEC G2, and revitalizing the 100+ year old brand. For the past 2 years, Chris served as Chief Strategy Officer for Medix, a leading staffing and workforce solutions provider based in Chicago, IL.

"It is a sincere pleasure to return to an industry that I am extremely passionate about. Above all, it is an honor to return as the leader of one of the industry's most iconic professional power tool brands," said Christopher Berg. "Joe, the Metabo team, our loyal distribution partners and passionate professional users have set the brand on a clear course for success. I will maintain this course as the new President and CEO."

Find us online:



**ABOUT METABO:** Engineered in Germany, Metabo's premium line of power tools are designed specifically for professional users to provide the highest level of safety, reliability, and performance. Metabo manufactures both corded and cordless power tools, as well as a full line of abrasives and accessories for metalworking, concrete and many other industrial and construction applications. Metabo products include angle grinders, die grinders, drills, rotary hammers and dustless systems. The Metabo Ultra-M LiHD battery technology offers users the mobility and power for the most demanding industrial applications.