



ATRO Engineered Systems, Inc.
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ATRO adds to Sales Team

Alejandro Ayala and Tysen Janak Join ATRO as Area Sales Managers

St. Clair, Missouri, September 29, 2021 – ATRO Engineered Systems is pleased to announce the hiring of Alejandro Ayala Rodriguez and Tysen Janak as Area Sales Managers. Alejandro will be covering the states of Arkansas, Louisiana, Mississippi, and Tennessee. Tysen’s territory will include the states of Alaska, Idaho, Oregon, and Washington.

“We are very pleased to have Tysen and Alejandro join our field sales team as we continue to grow,” said Rogelio Lemus, VP of Sales and Marketing at ATRO. “Their combined experience in customer-first marketing and sales execution is an invaluable asset to help drive our business forward.”

Ayala joins the team with over 20 years of experience in the commercial vehicle industry. In addition, Alejandro brings to ATRO a wealth of experience and knowledge in business growth and development.

“I was attracted to ATRO because of their team culture and customer-focused values,” stated Alejandro. “ATRO’s commitment to discover, develop, and deliver the best solutions for the customers is also my desire. By providing products engineered with proprietary materials that fit the specific application, ATRO can supply high performance, long-lasting components to the end-user.”

Janak joins the sales team, bringing many years of experience in the industry following a long and distinguished career at ECCO Safety Group. Tysen is a results-oriented sales professional with a knack for excellence in vision, follow-up, and superior customer service.

“The decision to join ATRO was simple – it’s really the team and the culture that drives business. There’s a real sense of teamwork and trust, both internally and externally,” stated Tysen. “Because of the brand promise, commitment to quality, and stellar reputation, I’m confident ATRO will be at the top of our customer’s list. I’m energized by this opportunity and eager to contribute to this successful team and growing company.”

Both Alejandro and Tysen joined the company on September 1, 2021.

About ATRO Engineered Systems, Inc.

ATRO was founded in 1987 by accomplished engineer George Sturmon. Sturmon realized that truck torque rods had a quality problem because the rubber bushings were failing. The heavy-duty trucking industry requires equally heavy-duty parts, and Sturmon knew he could engineer a better solution. So, he designed a way to replace rubber with his custom polyurethane blend to make torque rod bushings that last longer and perform better. Today, ATRO has grown to a team of over 100 employees, from a handful of parts to more than 1,000 parts ranging from torque rods to suspension to steering, under-hood, and under-cab. The ATRO engineering team custom designs the urethane for each product based on what purpose the part serves: load-bearing, dampening, transmission, shock absorption, or stabilization to maximize performance and longevity.

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