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Apex Tool Group names Bob Heisner as Chief Marketing Officer

Sparks, MD. – Apex Tool Group (ATG) recently announced the appointment of **Bob H. Heisner** to SVP and Chief Marketing Officer. In this position, Bob will lead the further development of all ATG hand tool and power tool brands – which include GEARWRENCH[®], APEX[®], Crescent[®], Weller[®], Cleco[®], and SATA[®] – while continuing to sharply accelerate ATG’s e-commerce capabilities. As a member of the Executive Leadership Team (ELT), Bob will report directly to Jim Roberts, Chief Executive Officer, ATG, and be based in the company’s Lexington, SC, office.



“As a company, we have made excellent progress driving leadership in new product development, consolidating our stable of leading brands and expanding e-commerce capabilities,” noted Jim Roberts. “Bob’s leadership and vision will further define the direction of our brands on a global basis as we continue to gain momentum across key metrics and in markets around the world.”

Since joining ATG in July 2016 as VP Marketing – Global Power Tools, Bob has helped champion the company’s Marketing Build and Transform initiative for the past several years. Prior to joining ATG, Bob led the development of some of the industry’s leading brands, including: DeWalt Accessories, Kwikset Locks, Hennessy Tools (a division of Danaher), Lenox Industrial Tools, and Rubbermaid Commercial Products.

About Apex Tool Group, LLC

Apex Tool Group is a leading global manufacturer and supplier of high performance hand and power tools, tool storage, drill chucks, chain and electrical soldering products for industrial, commercial and demanding do-it-yourself applications. ATG designs, manufactures, markets, and sells proprietary brands, including GEARWRENCH[®], Crescent[®], SATA[®], Cleco[®], Weller[®], and APEX[®]. ATG serves a multitude of global markets, including motor vehicle, aerospace, electronics, energy, hardware, industrial, and consumer retail. Learn more at www.apextoolgroup.com.

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