

PIZZAZZ IMPACT



SEAN MARTSCHINKE NEW MARKETING MANAGER FOR TORNADO INDUSTRIES

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Sean Martschinke, formerly the product manager for [Tornado Industries](#), a manufacturer of professional floor care equipment as well as other cleaning tools and products, has been promoted. He is now the marketing manager at Tornado.

Martschinke, who has been with the company for nearly 10 years, is also a CIMS ISSA Certification Expert (I.C.E.) and a graduate of the University of Illinois with a bachelor's degree in marketing and management.

"2014 was a very good year for us at Tornado," says Michael Schaffer, president of Tornado. "Sean played a key role in making that happen. He well deserves this promotion."

Martschinke says that his agenda for the New Year includes getting the company's new website fully populated "and finding new

and effective ways to promote our products to a changing end-customer market.”

