



Client: KOBELCO
Agency: InQuest Marketing
Contact: Jennifer Hennion
Phone: 908-459-0101 x 412
E-mail: jennifer.hennion@inquestmarketing.com

For Immediate Release

**KOBELCO Construction Machinery USA
Names Norma Sanchez as Human Resource Manager**

Houston, TX – KOBELCO Construction Machinery USA, a leading manufacturer of crawler excavators, is pleased to name Norma Sanchez as the company’s Human Resource Manager. An accomplished Human Resource executive, Sanchez brings to KOBELCO over 11 years of experience in leadership roles across a variety of industries.

In her new position, Sanchez will be responsible for developing KOBELCO’s HR strategy and organizing the company’s overall infrastructure. Sanchez will create and communicate company policies and procedures that are in line with KOBELCO’s objectives and ensure they are continually upheld by all staff members. Additionally, Sanchez will oversee future hiring, training and retention of all KOBELCO employees at the company’s North American headquarters in Houston, TX.

Prior to joining KOBELCO, Sanchez served as the Human Resource Manager with SPT Group, Inc., A Schlumberger Co., where she provided support to over 70 employees and helped restructure the entire Houston-based organization. Sanchez was eventually promoted to Regional Human Resource Manager where her responsibilities expanded to include leading employees in Mexico City, Calgary and Brazil.

Quality personnel are critical to KOBELCO achieving its long-term goals. “Norma has an exceptional track record of implementing effective HR strategies which encompass business objectives,” states Katsuhiko Morita, President and CEO of KOBELCO. “We are certain she will successfully provide



KOBELCO with the leadership and direction needed as the company positions itself for continued growth.”

KOBELCO Construction Machinery USA is dedicated to producing a full range of crawler excavators in the 3,000 lb. to 180,000 lb. classes for the rental, landscape, construction, aggregate, roadbuilding, material handling, site preparation, recycling and ancillary markets, including zero tail swing, standard, long-reach and compact models. KOBELCO is well-known worldwide as excavator perfectionists for its steadfast focus on improving and enhancing its singular line of products. KOBELCO machines are well-known for their advanced technologies, including an innovative noise and dust reduction system, advanced hydraulic circuitry for reduction of pressure loss and superior fuel efficiency.

For more information on KOBELCO Construction Machinery USA or KOBELCO products, please visit www.KOBELCO-USA.com or call 281-888-8430.

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