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FOR IMMEDIATE RELEASE

### **CraneWorks Hires New General Manager for Houston & Dallas Fort Worth Locations**

*Eric Rhodes brings almost 30 years of experience in operations and service*

Houston, TX – July 26, 2022 – [CraneWorks, Inc.](https://www.crane-works.com), is excited to announce that Eric Rhodes has joined the company as General Manager, leading the Houston headquarters and Dallas Fort Worth field office.

He possesses a broad background in several key industries that CraneWorks serves, including transmission & distribution, oil & gas, and construction.

Eric first fell in love with welding at nine years old. It wasn't long before he began his career as an electrician, eventually working his way up to Master Electrician. After nine years he joined [KBR](https://www.kbr.com), spending time in the Middle East before signing on with [Stewart & Stevenson](https://www.stewart-stevenson.com) and then [Cameron](https://www.cameron.com) (now [Schlumberger](https://www.schlumberger.com)). Eric then spent nearly eleven years as a Branch Manager, Operations Manager, and Sales Manager at [Waukesha-Pearce Industries \(WPI\)](https://www.waukesha-pearce.com).



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*Raising the bar in lifting equipment*

## **CraneWorks Hires New General Manager for Houston & Dallas Fort Worth Locations (cont.)**

"On the surface, my job as a General Manager at CraneWorks is to increase productivity and streamline processes in Houston and Dallas," said Eric. "But what I'm really excited about is the way we're going to do that. Every day my employees come to work and get the chance to learn something new is a good day. I like bringing out the best in people."

"Eric impressed us right away with his attitude toward leadership," said Keith Ayers, CraneWorks CEO. "He brings a unique, motivational leadership style to CraneWorks that's born of a sincere desire to elevate those around him. With a few dozen direct and indirect reports, we're excited to see what the teams accomplish under his guidance."

### **About CraneWorks, Inc.**

Founded in 2002 and headquartered in Houston, Texas, CraneWorks provides new and used equipment, manufacturer-backed and trained service, extensive parts inventories for all makes, and a [modern rental fleet](#). Industries served include the [energy sector](#), municipal and infrastructure construction, residential construction, foundations, precast, [material handling](#), [commercial lighting and signage](#), governmental, and utilities. Along with the traditional equipment segments, on a regional basis, CraneWorks provides specific market expertise for [fluids management and hydro-excavation](#), [railway service](#), and [aerial platform access equipment](#).

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