

Steve Cianci joins CASE Construction Equipment as Vice President for North America

Racine, Wis., September 5, 2019

[CASE Construction Equipment](#) has named Steve Cianci as its new Vice President for North America. Cianci joins CASE with more than 25 years of leadership at various global heavy equipment and industrial companies — most recently with Kalmar USA, Inc.

Michel Marchand, who previously held the position, left in August to pursue new opportunities.

“Steve has a proven track record of managing equipment sales, business development, product management, and parts and service functions for world-class organizations,” says Carl Gustaf Göransson, president, construction, CNH Industrial. “That combination of marketing intelligence and a deep understanding of capital goods markets drives a clear vision for CASE in North America.”

“The construction industry provides great opportunity for intelligent growth as we further streamline product offerings, strengthen the dealer network throughout North America, and focus on ways to help businesses succeed and drive efficiencies with their compact and heavy equipment fleets,” says Cianci. “CASE is a strong brand with great character and values, and I look forward to the work ahead.”

Cianci holds a Masters in Business Administration from Roosevelt University, and earned his Bachelor’s Degree in marketing from Bentley University. He will be based out of the CASE headquarters in Racine, Wis., and lives with his family in northern Illinois.

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CASE Construction Equipment sells and supports a full line of construction equipment around the world, including the No. 1 backhoe loaders, excavators, motor graders, wheel loaders, vibratory compaction rollers, crawler dozers, skid steers, compact track loaders and rough-terrain forklifts. Through CASE dealers, customers have access to a true professional partner with world-class equipment and aftermarket support, industry-leading warranties and flexible financing. More information is available at www.CaseCE.com.

CASE Construction Equipment is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhind.com.

For more information, contact:

Bill Elverman
262.757.5803
bill@pkamar.com

Jessica Klein
262-221-5508
Jessica.klein@casece.com

Brandon Jaynes
219.263.8981
brandon@pkamar.com