

For Immediate Release

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Luby Equipment Services Hires Jenny Swafford as Sales & Marketing Coordinator

Fenton, MO, (February 26, 2018)- Luby Equipment Services, a St. Louis-based CASE Construction Equipment Dealer, has announced the hiring of Jenny Swafford as its Sales & Marketing Coordinator effective immediately.

Prior to Luby Equipment Services, Swafford has served as the Customer Service Manager at Ritchie Bros. Auctioneers for the past 7 years out of the Caseyville, Illinois location. There she was responsible for ensuring an excellent customer experience on auction day along with supporting the sales team's efforts throughout the year.

"Jenny has always shown initiative in the performance of her duties, going above and beyond what was expected of her, and consistently delivered exceptional customer service," said David Kedney, Sales Manager, Luby Equipment Services. "I know the same level of dedication and commitment will be applied in her new role as she leads the sales support efforts."

As the Sales & Marketing Coordinator, Swafford will develop marketing plans, with a heightened focus on social media efforts, customer and community outreach, plus the managing of the company's digital marketing efforts.

"I am very excited to have such a strong talent on our team and look forward to the favorable impact she will have on both the sales & marketing departments and the company," said Kedney.

Luby Equipment Services operates out of its headquarters in Fenton, MO., and seven other branch locations. They serve their customers equipment needs with a variety of new, used, and rental equipment. The company represents several manufacturers, including CASE Construction, Takeuchi, Doosan, Indeco, Atlas Copco, Wacker Neuson, Oshkosh Airport Products, Eager Beaver and Towmaster trailers.

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