

**FOR IMMEDIATE RELEASE:**

## ***American Engineering Testing, Inc. Announces New Marketing Director***



**Saint Paul, Minnesota – June 2017**

American Engineering Testing, Inc. (AET), a leading consulting firm that provides geotechnical, environmental, construction materials and forensic engineering, testing and laboratory services, recently announced the addition Christine Wiegert to their corporate team as the new Marketing Director.

Wiegert will be responsible for building and executing marketing strategies to increase revenue. In addition, she will help overall brand development and messaging in the marketplace

as AET continues to grow and serve as an engineering leader. “I’m excited to join this dedicated and passionate team. The company’s vision for becoming the most trusted leader in the markets they serve is inspiring.” Wiegert said. “I plan to use my experience in engineering, architecture, and construction (AEC) marketing to expand brand recognition regionally and nationally. I will work closely with the other leaders of AET to reach our corporate goals.”

Wiegert comes to AET with over 20 years of experience, most recently from Knutson Construction and TKDA where she served as both director of business development and vice president of marketing/business development respectively. “A key part of our strategic plan is smart growth and marketing will play a vital role in this effort as we expand services and enter new markets.” said AET CEO Dan Larson, PE. “I am glad to have Christine join our leadership team and I am very confident that her wealth of experience in our industry and leadership acumen will elevate our marketing initiatives and strengthen our market performance.”

Alongside her experience as a marketer and brand developer, Wiegert has the unique perspective of being educated as an engineer herself. She holds a Bachelor of Science degree in Civil Engineering from Marquette University and a Master of Arts degree in Organizational Leadership from Bethel University.

Wiegert serves on the Board of Directors for Friends of Saint Paul College and on the Children’s Hospital Cancer and Blood Disorder fundraising committee. She can be reached at [cwiegert@amengtest.com](mailto:cwiegert@amengtest.com).

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### **About American Engineering Testing, Inc.**

American Engineering Testing provides geotechnical, environmental, construction materials, building forensics, petrography, chemistry, and nondestructive testing (NDT) services to public and private sector clients in a broad spectrum of industries. With upwards of 400 employee-owners, AET has a strong reputation as knowledge leaders in our fields of practice. Having its corporate headquarters in St. Paul, MN and twenty offices throughout the United States, AET's skill set and technical expertise have developed connections that reach nationally and internationally to sophisticated clients in a variety of market sectors.

AET offices/laboratories are located in the following cities - Wisconsin: Chippewa Falls, Eau Claire, Green Bay, Menomonie, Wausau - Florida: Palatka – Indiana: Gary - Minnesota: Albertville, Duluth, International Falls, Mankato, Marshall, Rochester, Saint Paul - North Dakota: Dickinson, Williston - South Dakota: Beresford, Pierre, Rapid City, Sioux Falls – Wyoming: Sheridan.

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