

## Press Release

July 2025

### Wilo USA New Hires

#### **Aaron Keep - Territory Manager – Colorado – HVAC**

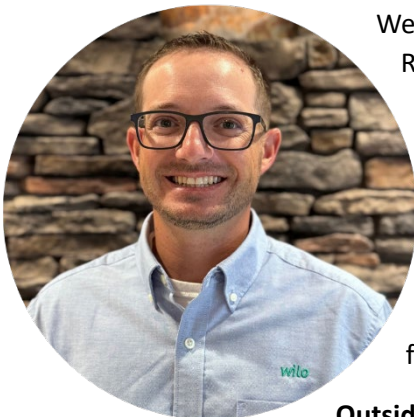


Aaron Keep joins us with deep roots in the HVAC industry. His journey began in 1991 in his family's basement business when he was just 7 years old. Since then, Aaron has done it all: hands-on installations, commercial and home repair, and sales. He proudly served in the U.S. Air Force for 8 years, including a combat deployment as a logistics manager. After his military career, he transitioned into technology sales in Denver and most recently advanced to Wilo through his success at Boyer Sales.

Aaron holds a B.S. in Cybersecurity from Metropolitan State University of Denver and is currently pursuing his MBA at the University of North Carolina - Kenan-Flagler Business School.

**Outside of work:** Aaron is a 15-year practitioner of Brazilian Jiu-Jitsu and a proud husband and father of three girls, Eva (14), Charlotte (11), and Lilli (9). He enjoys grilling for his family on weekends and spending time with his two rescue pit bulls, Marty and Maximus.

#### **Mark Frantzen – Regional Sales Manager – Southeast Region**



We're excited to welcome Mark Frantzen to the Wilo team as our new Regional Sales Manager for the Southeast Region. Mark brings over 10 years of experience in the pump industry, where he's worn many hats, from working directly with contractors and end users to developing distributor partnerships and driving sales growth across multiple market segments. He's known for his ability to build lasting relationships and for bringing a practical, field-based perspective to every challenge.

Mark earned his Bachelor's degree in Business with a Minor in Marketing from Aurora University.

**Outside of work:** Mark is all about family time. He enjoys traveling, golfing, and coaching his daughter's softball team, where he's just as competitive on the sidelines as he is in the field.

**Kyle Knox – Regional Sales Manager – Western U.S. American-Marsh Pumps**



Kyle Knox brings with him nearly two decades of industry experience. He's held several key roles, including Territory Manager, Regional Sales Manager, and Market Development within the pump industry. Most recently, he served as Director of Vendor Relations for Winsupply, covering pumps and irrigation across the U.S. and Mexico. His depth of knowledge and proven leadership make him an outstanding addition to our team.

Kyle earned dual Bachelor's degrees in Advertising and Business Management from Texas Tech University and a Master's in Industrial Engineering from Clarkson University.

**Outside of work:** Kyle enjoys golfing, hunting, reading, college/NFL football, and cattle ranching. He's been married to his wife Crystal for 12 years, and they have three children: Jack (10), Audrey (7), and Weston (5).