SESCO

RESUME 2026

SUPPLYING FOODSERVICE EQUIPMENT AND SUPPLIES

SINCE 1972

Commercial Kitchen Solutions • from Prep to Plate

5705 Valley Belt Rd
Independence, OH 44131

www.sesco.biz 800.222.0558

What We Do

We are a Manufacturer's Representative & Stocking Rep with a clear vision to offer our manufacturing partners the highest level of commitment, expertise and integrity to grow their business in our marketing area.

Our areas of focus are:

End Users
- * K-12 schools
- * Universities
- * Regional and National Restaurant Chains
- * Regional and National C Store Chains
- * Healthcare

Dealers
- * Key Dealers
- * Specialty Dealers
- * Niche Dealers

Consultants
- * K-12 Consultants
- * Multi Market Consultants
- * Design/Build Consultants

Sesco can handle all your sales representation needs in

Indiana - Kentucky - Michigan - Ohio
Western Pennsylvania - West Virginia - Western New York

Here are just a few key accounts that depend and rely on SESCO products:

SESCO Who We are...

Interim President SW OH, KY, IN Central-South
Board - Chairman
Kevin Leonard
kevinl@sesco.biz
614-296-6894

SESCO Interim President and Chairman of the SESCO Board of Directors. Kevin has over 40 years of sales management and executive management experience, including 20 years in the food service equipment industry. Kevin is a 1983 graduate of Glenville State University with a BA in Business Administration.

CEO
Carl Smith
carls@sesco.biz
216-898-9000

Carl brings over 20 years of extensive experience in finance and operations to SESCO. He has worked in both public and private companies. Previously, Carl was CFO and Senior VP of Operations at Mace Security Intl, Inc. Prior to that role, he served as CFO and VP of Operations for Saeco USA, Inc.

Vice President of Sales - Eastern Division -OH, WPA, NY
Paul Asturi
paula@sesco.biz
216-406-4198

Paul Asturi joined the SESCO team in 2024. Paul has years of industry experience in both food and equipment sales and brings knowledge and expertise to his role as a manufacturer's representative for the NE Ohio region at SESCO.

Board -Director
Mark Kapinski

Retired SESCO CFO and member of the SESCO Board of Directors. Mark has held several leading financial management roles during his career. Mark holds both a Bachelor's and Master's degree in accounting, finance and business management from Cleveland State University.

Board - Director

Mike Hirsch
Michael has been an independent member of the SESCO Board of Directors since 2016. He has held management and executive roles in the retail industry for both public and private companies. Michael is a 1980 graduate of The Ohio State University with a BS in Business Administration.

Territory Manager - Central Ohio - WV
Eric DiMatteo
ericd@sesco.biz
216-308-6528

Joining ithe SESCO team in 2025, Eric brings 15+ years of experience in manufacturer sales, business development, and project management across multiple industry segments. Expertise that can be called upon in his current role of territory manager

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Territory Manager - MI and Northwest OH, IN -North
Kelly Johnson
kellyj@sesco.biz
734-476-1401

Kelly is a chef with an extensive culinary background. His experience in foodservice distribution and foodservice brokerage as an owner/operator and consultant.

Marketing & Client Care Focus

At SESCO, our sales and marketing mission is to help our manufacturing partners and positively differentiate our organization through specific targeted marketing.

We have constructed a marketing plan that is consistent, targeted, and focused on the products most attractive to each market segment.

Marketing Campaigns:

Key Dealers
- Short Term Pricing Opportunities
- New Product Spotlights
- Custom Designed Flyers for dealers to use as sales tools
- SESCO Demo and Cooking Live Events
- Educational Sessions to build brand awareness & confidence

Consultants
- Product Spotlights and Introductions
- Consultant Care™ Program
- SESCO Demo and Cooking Live Events

Key End Users
- Direct E-mail and Product Solutions Campaigns
- School Nutrition Assoc Shows and Workshops
- Industry Trade Publications, State SNA's, etc.
- SESCO Live Cooking Events

Website
- Blog News and Updates Social Media Activities
- Twitter, Facebook, and Instagram Updates.
- Product Education with links to our manufacturing partners

Client Care Representative / Purchasing Manager
Jason Gotliebowski
purchasing@sesco.biz
216-898-3589

Jason's expertise comprises over 10 years with SESCO in client care, equipment and parts roles, and purchasing.

Sales Support Representative
Beth Mathew
bethm@sesco.biz
216-898-3382

Beth has over 21 years experience in the foodservice industry and client care specializing in quotes & client care.

Parts and Service Manager / Client Care
Andrew Belzinskas
andrewb@sesco.biz
800-591-7397

Andrew brings over 6 years of expertise in shipping and receiving management, alongside experience in client care and parts and service management

Administrative Assistant
Cindy Slovak
carls@sesco.biz
800-222-0558

Cindy has 41 years of extensive experience and handles billings and a wide array of administrative and accounting functions.

Marketing / Client Care
Paul Cornish
paulc@sesco.biz
800-222-0558

Paul has 33 years experience in the foodservice industry including sales, client care, and marketing.

Accounting Manager
Jacob Klein
jacobk@sesco.biz
800-222-0558

Jacob joined the SESCO team in 2023 and plays an integral role managing diverse accounting and business functions

Manufacturer Partners

* Products stocked at the SESCO Regional Inventory Center

	PRODUCT LINE	IN	KY	MI	OH	WPA	WV	WNY
	4B	•	•	•	•	•	•	
*	ARCTIC AIR COMMERCIAL FREEZERS & REFRIGERATORS	•	•		•	•	•	
	BakeMax	•	•	•	•	•	•	•
*	Blendtec	•	•	•	•	•	•	
*	Bluecair REFRIGERATION	•			•	•	•	
*	Cornelius	•	•	•	•		•	
	CRESTWARE	•	•	•	•			
	flexeserve™	•	•	•	•	•	•	
	FRANKE Approved Partner	•	•	•	•	•	•	
*	Global Refrigeration Inc.	•	•	•	•	•	•	•
	INSITU DOUGH PROCESSOR	•	•	•	•	•	•	•
*	Kelvinator	•	•	•	•	•	•	•
	LEER BUILT-IN DIVISION	•	•	•	•	•	•	
*	MODULAR DISPENSING SYSTEMS	•	•	•	•	•	•	
*	Panasonic	•	•		•	•	•	•
*	PRINCECASTLE	•	•	•	•		•	
	RETIGO	•	•	•	•	•	•	
*	ROCKY MOUNTAIN COOKWARE	•	•	•	•	•	•	
	Rotisol	•	•	•	•	•	•	
*	ROYAL RANGE OF CALIFORNIA, INC.	•	•	•	•	•	•	
*	SaniServ	•	•	•	•	•	•	•
	SECO SELECT	•	•	•	•	•	•	•
*	SILVER KING	•	•	•	•		•	
	SIRMAN	•	•	•	•	•	•	
	STEEL WORKS	•	•	•	•	•	•	•
*	VEETSAN	•	•	•	•	•	•	•
	WABASH VALLEY	•	•	•	•	•	•	•
	winholt equipment	•	•	•	•	•	•	
*	XLT SmartSolutions™	•	•		•	•	•	

SESCO Sales Focus

At SESCO, you can count on a well trained, highly motivated, sales team. You can expect the execution of professional and consistent sales strategies that will set SESCO apart from other manufacturer representatives in the industry. With support from our Client Care Team, our Regional Inventory Center, our marketing resources, and our SESCO test kitchens, you will find our sales force well prepared to present our products to customers and to provide them with the unparalleled service they deserve!

SESCO Sales Strategies:

Key Dealer Approach
- Apply the 80/20 rule
- Key Account Development (KAD)
- Consultative sales with dealer principals
- Use resources to make key dealers more successful
- Develop relationships with dealers

Consultant Calls
- Build brand confidence and loyalty
- Cultivate long cycle sales
- Emphasize the Consultant Care™ Program

Chain Account
- Use a "Team Approach"
- Set-up product demonstration sessions
- Cultivate long cycle sales

End User Calls
- Structure end user appointments weekly
- Active participation in conferences, programs, and special events
- Utilize SESCO test kitchens with extensive product/equipment demonstrations

SESCO test kitchens hosted more than 600 participants at Cooking Live Events in 2024

Columbus Test Kitchen

Cincinnati Test Kitchen

Independence Test Kitchen

Pittsburgh Test Kitchen

Indianapolis Test Kitchen

Warehouse & Culinary Center

Our SESCO headquarters and inventory center supports our 7 state marketing area with same day shipping.

Our Culinary Centers provide a professional atmosphere to demonstrate our manufacturer's products and show solutions to our dealer and end user's needs.

Our Parts and Service Department provides everything you need for the product lines we currently represent. Our parts staff has an average of over ten years industry experience and each one is committed to providing excellent customer service. We regularly conduct service and training seminars to help insure our service customers are knowledgeable about our equipment and are armed with up-to-date references.

PARTS INVENTORY

Parts Department Support Includes:

- Coordinating service calls and dispatching
- Service technician support
- Assistance with part identification
- A large inventory of stock components
- Expedited order placement
- Same day shipping (on most items)
- Chain install/startup coordination and support
- End user support
- Service training classes
- Processing of warranty returns/submittals

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