



# Great Dane

## Media Contact

Ed Kenny, Sr. Marketing Manager

[ekenny@greatdane.com](mailto:ekenny@greatdane.com)

912-644-2683

## NEWS RELEASE

FOR IMMEDIATE RELEASE

### Atlantic Great Dane Announces New President

(South Portland, Maine – January 20, 2020) – Atlantic Great Dane, a full-service Great Dane dealer, announced today that long-time executive Gene Masteller has been promoted to President of the company. Masteller succeeds former President Scott Lamb, who will continue on with the company as chairman of the board and will remain active within the operations of the dealership.

“Gene has worked very hard in every role he has held at Atlantic Great Dane and has been instrumental in the growth of the dealership over the past 30 years,” Lamb said. “He has grown as an individual and leader within our organization and I feel confident that he will continue to steer the company’s success well into the future.”

In this new role, Masteller will be responsible for the overall bottom line of Atlantic Great Dane. He will continue to oversee the Sales department and will become more directly involved in the Parts and Service departments. His goals are to achieve more efficiency in all departments through better utilization of the tools at hand, resulting in more profitability to the company.

“Gene’s commitment to customer satisfaction and his dedication to the company will serve him well as he takes over as President of Atlantic Great Dane,” said Rob Ulsh, Great Dane’s Vice President of Dealer and International Sales. “I’m looking forward to working with Gene in this new role and seeing him continue to drive growth for the company.”

Masteller began his career with Atlantic Great Dane in 1990 working for both the service and parts departments. Throughout his 30 years with the company, Gene has worked his way through the ranks and served in a number of leadership roles, most recently as the company’s Vice President.

Atlantic Great Dane is a full-service Great Dane dealer, providing sales, service, parts, and rentals to the transportation industry from coast to coast. In business since 1988, Atlantic Great Dane attributes its long-term success to delivering unmatched customer service, fair pricing, and customized solutions to meet the needs of any operation.

###