



*Plastics Machinery | Rebuilding Services | Parts*

## CSI Press Release

FOR IMMEDIATE RELEASE



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### **Converting Systems Announces Diana Braun as New CEO/Integrator**

*Braun will lead the company's new EOS Strategy (Entrepreneurial Operating System) to improve communication and streamline processes, resulting in corporate growth and better meeting customer needs.*

**Schaumburg, IL – October 26, 2021** – Converting Systems Inc. (CSI), a leader in the design, manufacturing, and refurbishing of plastics machinery, welcomes Diana Braun, a 20+ year senior-level business strategy veteran, as its new CEO/Integrator. Braun was brought on board by CSI's Founder and President, Bill Engelhardt, to form a new management partnership where Engelhardt will focus on technological innovation and customer relationships, and Braun will oversee all day-to-day operations.

"We are excited to have Diana on board," said Bill Engelhardt. "Her track record of growing small- to medium-sized businesses, combined with her experience leading companies through a strategic EOS process, makes her the perfect person to lead our team to achieve our aggressive long-term growth objectives."

Described by former colleagues as a "transparent and honest leader" with a "background in operational excellence", Braun has more than 20 years of senior leadership experience, including 18 years at Exacto Inc. where she rose through the ranks from Accounting Manager to VP Operations to CEO and nearly doubled the growth and profitability of the company during her last three years. Most recently, she served as CEO of Dougherty Enterprises, Inc., facilitating an EOS/Traction strategic planning process that reduced operating costs, improved product lead-time, and increased revenue growth.

“My passion is to help leadership teams move their company to the next level,” said Braun. “At CSI, we’ll accomplish this by building a solid framework of principles and practices that will clarify and allow everyone at the company to know what they need to do, how they need to do it, and why. Together, we will develop a unique ‘CSI Way’ of doing business. I’m excited to be a part of the CSI team.”

For CSI, the timing is right for an aggressive, corporate growth plan. Since its inception in 1999, the company has experienced steady growth-providing solutions to meet their customer's downstream flexible film needs. Currently, the plastics industry is forecasting growth over the next couple of years and customer demand, particularly for machine rebuilding services, is high.

“We have a lot of cutting-edge ideas for new machines, upgrades for older machines and new processes that will greatly enhance the way our customers run their production lines,” explained Engelhardt. “Having Diana on board to focus on running the business will allow me to focus on innovating and growing our product offering.”

“Diana brings business knowledge, hands-on strategic manufacturing experience, and fresh insight to our team,” said Ken McKay, Director of Operations and Quality Assurance. “We are confident she will help us streamline, innovate, grow, and make sure that we are giving our best to our customers.”

### **About Converting Systems Inc.**

*Converting Systems Inc. is a leader in the design, manufacturing, and rebuilding of Winders/Unwinders, Plastic Bag Machines, Separators and Auxiliary Equipment for customers in Blown/Cast Film, Packaging, Converting, Printing and Steel industries. Its replacement parts division, CSI-Parts, provides OEM replacement parts and custom fabricated parts to support all types and brands of plastics machinery. For more information, visit us at [www.ConvertingSystems.com](http://www.ConvertingSystems.com) or call 847.519.0232.*

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