

SEKISUI KYDEX announces promotions in Business Development Team

SEKISUI KYDEX has announced promotions in its Business Development Team in an effort to improve service levels and develop deeper customer perspectives.

Bernadette Chupela, Northeast Regional Business Manager



Bernadette Chupela is promoted to Northeast Regional Business Manager. Chupela is tuned into the customer's perspective because of her experience in her previous customer facing roles, making her a natural fit for this important territory.

“Bernie brings a wealth of knowledge to this position, and we are excited to see her put her talents to work as we expand our digital marketing and new product development efforts. This is an exciting step for Bernie and SEKISUI KYDEX, and we wish her well in her new role as Northeast RBM,” said, Nik Taritas, Vice President of Sales.

Blake Munns, Customer Experience Manager



Blake Munns is promoted to Customer Experience Manager. Munns has developed deep customer insights and a true understanding of the value of the KYDEX brand as Market Development Coordinator. She is an integral part of the design process for aviation designers and OEM's, and SEKISUI KYDEX looks forward to utilizing her customer knowledge and expertise to continue to develop a best in class customer experience, reads the press release.

Anne Rupp, Customer Collaboration Team



Anne Rupp has been assisting our Customer Collaboration Team, and will now resume her role as Inside Sales Specialist.

“We are excited to see Anne apply her skills to new and exciting programs that we develop through our various digital marketing platforms. Anne has invested her time over the past year learning how to drive the business through our marketing automation efforts, and we are excited to see Anne’s renewed focus on inside sales, and our lead conversion journey,” said Taritas.

Kate Khrunova, Customer Collaboration Specialist



Kate Khrunova joins SEKISUI KYDEX as Customer Collaboration Specialist. Khrunova brings energy, enthusiasm and a can do attitude that is contagious. She is fearless. She is curious. She asks great questions, and she is always willing to help customers. Kate will be supporting SEKISUI KYDEX customers through their entire ordering process.

The announcement comes as the pandemic accelerated the company's digital transformation as it concentrated efforts on marketing automation and new product development.

"With the industry in recovery, SEKISUI KYDEX can once again focus on delivering a best in class customer experience," reads the April 7 press release. "SEKISUI KYDEX continues to look for creative ways to enhance the customer journey across all areas of the business."

With the promotions, the goal is to ensure exceptional customer service in every interaction and to exceed passenger expectations.