



Personal News

Rich Tavis joins BinMaster as Regional Vice President of Sales

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Rich Tavis has joined BinMaster's sales team as vice president of sales for the Southeastern United States.

Throughout his twenty-plus years supporting the needs of processing plants, Rich has extensively consulted with many industries including mining, food, plastics, chemical, and wood to match customers with the appropriate equipment.

After graduation from the University of Nebraska, Lincoln, Rich got his start in industrial equipment at BinMaster's corporate office in the late 1990s where he served as an application specialist and product manager for a period of five years. Rich went on to work for a large multinational corporation in their bulk handling equipment group managing independent rep groups and 30 direct employees.

Rich then served as regional sales manager for a large level measurement equipment manufacturer in a role where he managed a group of independent representative organizations. There he gained extensive experience in complex RFQs working with engineering firms and corporate engineering departments. For the past eleven years, Rich has been instrumental in providing processing solutions for a firm representing twenty lines of bulk material handling and industrial instrumentation in South Carolina.

"BinMaster has an aggressive growth plan that encompasses both strengthening our product portfolio and growing sales in regional markets with localized support. Additionally, as BinMaster's product line expands and our software and wireless technology continues to evolve, BinMaster needs experienced people like Rich to execute our solutions-based strategy," stated Scott Hudson, executive vice president of sales and marketing for BinMaster. "Rich is a strong and strategic addition to BinMaster's service-oriented, consultative sales team with the product knowledge that will give BinMaster a competitive advantage," added Hudson.

About BinMaster

BinMaster got its start in the early 1960s when a local seed company asked Garner Industries to fabricate a switch to alert when bins were full. Today, BinMaster is a privately held, independent US manufacturer of point and continuous level indicators and inventory management systems used for monitoring bulk solids or liquids in bins, tanks, silos, and hoppers. More than just level sensors, the company offers complete solutions using wireless devices and web applications to send data to a control room, console, smartphone, tablet, or PC. Robust, custom systems can be developed for a single site or networked across a multi-national operation. BinMaster is certified to ISO 9001 quality management systems—requirements.