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# Alan Sanders Named Vice-President of Sales at Max Weiss Company

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**Milwaukee** – Alan Sanders, a steel industry veteran of more than two decades, has been named Vice-President of Sales at [Max Weiss Company](#), the region’s leader in custom metal bending and fabricating.

Sanders, who has served as Sales and Estimating Manager at [Max Weiss Company](#) since 2013, brings tremendous hands-on knowledge of construction metal forming and rolling to his new position. He has been a journeyman structural steel fabricator since 1994, earned through a four-year, 8,000-hour state of Wisconsin apprenticeship and more than 575 hours of instruction.

Sanders joined [Max Weiss Company](#) in 1989. He worked 15 years in different production roles, earning numerous promotions including Plant Engineer and Operations Manager. He has actively coached and mentored fellow workers, and pioneered an internal company training program to help machine operators improve their skills.

“I’m thrilled to take on the challenges of this new position, and look forward to helping Max Weiss Company maintain its status as a leader among metal forming companies,” Sanders said. “The marketplace for curved structural steel and steel bar rolling is continuously evolving. I’ll always listen to our customers to ensure that we take every step necessary to meet their precise needs for structural steel bending service.”

“Al has worked in a variety of roles within Max Weiss Company, and excelled at all,” said [Paul Schulz](#), President of [Max Weiss Company](#). “His abundant knowledge of the metal forming and fabricating business, coupled with his strong interpersonal relationships with customers, make him a natural choice to lead our sales and marketing operations.”

Sanders is a graduate of Milwaukee Area Technical College. He holds professional certifications for welding and quality/supervision. He is active in industry trade associations, serving as Chair of the American Institute of Steel Construction’s Bender/Roller Committee, and in the American Welding Society.

Founded in 1946, [Max Weiss Company](#) is a market leader in large metal forming, structural steel rolling, and hot-formed and fabricated metal shapes. Its skilled, highly-experienced team has long set the curve in excellence by forming metals to the tightest radii in the industry, with

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