

Keister, O'Brien in New Positions

The appointment of John S. Keister, 149 Roosevelt Blvd., as director of market development for Sperry New Holland with worldwide responsibilities was



John Keister

announced recently by company president, Kenneth F. Thompson.

Keister will be succeeded as director of product development for North America by Paul O'Brien who will return to the U.S. from Brussels, Belgium, where he has been marketing director of the company's European Division

Adriano Casella, marketing manager for the company in Italy, will succeed O'Brien with



Paul O'Brien

marketing responsibility for continental Europe, the United Kingdom, Africa and the Middle Eastern countries. He will be located in the Sperry New Holland European Marketing Headquarters in Brussels.

All three assignments are effective January 1, 1974.

In his new position, Keister will report to President Thompson and will be responsible, on a worldwide basis, for evaluating and recommending appropriate actions for the company in new markets and new product areas as well as the expansion of existing products. He will also provide assistance to all operating divisions in the management of their marketing functions and be responsible for future acquisitions by the company.

As product development director, O'Brien will be in charge of the development of market plans for existing product lines, providing new and improved equipment in the agricultural product area and investigating new opportunities for diversification. He will report to Howard A. Downey, Vice President for Marketing, North America.

Sweet Corn Abundant

Santa Claus is getting competition from Lady Bountiful as Christmas approaches. The Good Lady has produced an abundant supply of fresh Florida sweet corn... enough to stock markets east of the Mississippi at least through late December, reports the U.S. Department of Agriculture's Agricultural Marketing Service.

A native of Shippensburg, Pa., he studied business administration and accounting at Franklin & Marshall College and the Pierce School of Business Administration.

He is married to the former Martha Heim of Perry County, Pennsylvania. They have four children.

O'Brien joined Sperry New Holland in 1950 and has served in numerous positions throughout the company. In 1964 he was named international marketing manager and was appointed director of the European Marketing Center in 1969. Two years later he was named marketing director of the

European Division.

A native of Charleston, South Carolina, O'Brien is a graduate of Lancaster Catholic High School

and Villanova University.

He is married to the former Florence Stork of Lancaster. They have four children.

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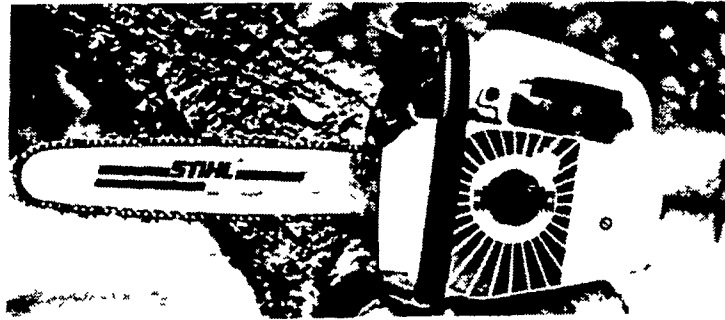
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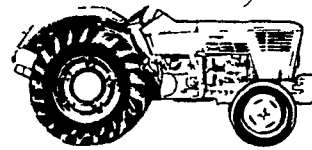
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