



**Press contact:**

Pete Zeller  
216.579.6100 ext. 2 / [pete@CunninghamBaron.com](mailto:pete@CunninghamBaron.com)

## **Hospeco Brands Group Names Renee Starr CRO** *Industry veteran steps into newly created role*

CLEVELAND—October 31, 2024— Hospeco Brands Group is pleased to announce that Renee M. Starr has joined the company in the newly created position of chief revenue officer (CRO). Starr now leads Tranzonic / Hospeco Brands Group sales teams and, in this role, aligns and integrates sales, customer success, and business development to help ensure the company maximizes revenue growth.

Starr is a well-known senior executive who has proved proficient at improving customer experience while helping to create supply chain efficiencies. She brings nearly three decades of sales leadership to her new position and has a demonstrated track record of managing large teams and delivering consistent, superior results. Her leadership and expertise are poised to immediately drive and amplify the company’s ongoing growth trajectory.

The creation of the chief revenue officer position was undertaken to help ensure Hospeco Brands Group’s continued strategic growth, building upon the success of the previous decade-plus.

“Renee is the perfect choice to fill the role of chief revenue officer,” said Tom Friedl, CEO of Tranzonic and its Hospeco Brands Group. “She brings vision, a steady hand, and a reputation for customer-centric leadership respected throughout the industry. We have growth momentum, and Renee brings us accelerated progress from day one.”

Starr has experience in a wide range of sales channels, including jan/san, office products and foodservice, IDC, e-tail, retail, MRO, and healthcare. She is well-known to Hospeco Brands Group’s current constituents in her current role serving on the council of ISSA’s Hygeia Network, a signature ISSA Charity dedicated to advancing and retaining women in the cleaning industry. The ISSA Hygeia Network provides education, mentoring, networking, and support programs to help women succeed in the workplace.

### **About Hospeco Brands Group**

Hospeco Brands Group brings more than a century of know-how and innovation to cleaning, protecting, and caring for public spaces – workplaces, offices, schools, restaurants, stores, and more – as well as for the people who work in and patronize these facilities. The company delivers best-in-class products and customer support. Hospeco Brand Group’s people are smart, creative problem solvers whose focus on continuous innovation empowers them to meet the ever-evolving needs of customers. The resulting product mix is tough enough to perform consistently in demanding environments yet designed with the comfort and protection of the public in mind. For more information, contact Hospeco Brands Group at 26301 Curtiss Wright Parkway, Suite 200, Cleveland, OH 44143. Email: [info@hospecobrands.com](mailto:info@hospecobrands.com). Web: [www.hospecobrands.com](http://www.hospecobrands.com).

###