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FOR IMMEDIATE RELEASE

Jeanette Brick Appointed President of iSi North America

January 1, 2017, Fairfield, N.J.--iSi North America announced the promotion of Jeanette Brick to President effective January 1. As president, Brick will be responsible for all sales, marketing, and operations of iSi North America. She will report to Rick Agresta, CEO iSi North America.

Brick began her career with iSi North America in August 2013 as Vice President of Sales and Marketing-Foodservice. Last year, her responsibilities were increased to include retail as well as foodservice, with the NJ based company. Prior to joining iSi, Brick was the Vice President of Marketing at the foodservice tabletop leader Arc Cardinal.

“Jeanette has been a much valued partner in growing our business over the past 3 plus years. Her strategic decision making, supported by extensive industry knowledge and experience, has enabled us to build a stronger company and penetrate new markets. I am looking forward to supporting Jeanette in her expanded role as she continues to enhance the iSi brand in the United States.”

Armed with a degree in International Marketing from Lehigh University, Brick set out to work for a European company. “I have always been interested in international brands, and from my first job in the china and glass industry, it was a conscious decision to build from there.” The next step was Waterford-Wedgwood as Director of Giftware and Special Events, where she frequently worked with Lord Wedgwood and Sarah Ferguson, The Duchess of York.

This background gave her an understanding of how to work as a subsidiary of a European company. “These experiences helped me to understand brand strategies from a worldwide perspective, and then how to interpret that strategy for the U.S. to make the brand come alive. The heritage of a company is its lifeblood but you need to make sure that you’re making the brand relevant to Americans whether they are chefs in restaurants or enthusiasts at home. For example, in Europe, unsweetened whipped cream is the norm, but in America, the sweeter the taste, the better. Americans want the variety of chocolate, vanilla, pumpkin – and you can make that happen with the iSi Whipper system.”

In addition to her experience with European companies, Brick brought an understanding of combining sales and marketing to iSi. “I believe that marketing and sales are two halves of one whole and when they work in lockstep, that’s when the magic happens.” iSi offers their whipper

system through all retail channels, and is able to enhance the consumer experience with over 800 recipes on line. “Our Smart Phone App has been an ideal way to connect to consumers with helpful information, recipes and videos well after their purchase. It keeps our customers coming back to the stores to see what’s new from iSi.”

A member of the Women’s Foodservice Forum, Brick is one of only a few women senior executives in the equipment/small wares industry and now a member of the ranks of leading female executives in the retail industry. “I’m very interested in how our industry can promote women to leadership roles. We need to interest more women in our industry, mentor them to success, and embrace their contributions. It’s an important reflection of who we serve in the retail community today.”

iSi North America was established in the United States in 1977. The iSi Group, parent company of iSi North America, iSi GmbH, and their related companies was founded in Vienna in 1964 and is the largest manufacturer of cream and food whippers, soda siphons, and their respective chargers. For over 50 years the company has led the way as an innovator in whipper and gas charger technology. iSi continues to set the standards for safety and consistency in delivering perfect results for chefs, baristas, bartenders and food enthusiasts. At the recent National Restaurant Association show in Chicago in May, iSi North America introduced its new Professional Charger, which delivers up to 20 percent more volume for whipped food—another innovation from an industry leader.