

**HAWTHORNE**



**For Immediate Release**

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**Hawthorne Cat Hires Ross Farmer as Assistant Sales Manager**  
*Expanded Sales Team Continues to Enhance Customer Experience*

**San Diego, CA** – – Hawthorne Cat, the exclusive Cat® dealer in San Diego and the Pacific Region, is proud to announce the expansion of the San Diego machine sales team with the addition of Ross Farmer as Assistant Sales Manager.

Farmer began his career in the insurance industry where he gained more than 12 years of sales experience. He recently served as President of Comprehensive Benefit Advisors and President of Farmer & Associates. As Assistant Sales Manager for Hawthorne Cat, Farmer will manage the daily activities and provide support for Machine Service and Field Representatives.

Ross Farmer says, "I am very excited about joining the Hawthorne Cat team. We are working together to streamline our sales experience to better serve Hawthorne Cat customers." Farmer adds, "This is a great opportunity to increase our revenue and enhance the customer experience by providing our customers with the knowledge and expertise they deserve."

David Dean, Director of Sales, adds, "Ross Farmer's leadership matched with his sales experience make him the perfect fit for this role." Dean concludes, "His fresh outlook will help Hawthorne Cat continue to deliver the best customer experience in the industry."

**About Hawthorne Cat**

Hawthorne Cat is the authorized dealer for Cat construction and power equipment in San Diego, Hawaii, Guam, Saipan and American Samoa. Hawthorne sells, rents, provides parts and service, training and emission solutions to various industries including general building construction, landscaping, marine, paving and power generation. For more on Hawthorne Cat, visit <http://www.hawthornecat.com>.

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