

PRESS RELEASE

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Ironwood Warranty Group

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Warranty Leaders Join Ironwood Warranty Group



Ironwood Warranty Group, parent company to Hornbeam Insurance and National Service Alliance, is proud to announce the addition of two new team members. Ironwood Warranty Group, with the addition of these executives, is quickly emerging as a leader in warranty specific insurance and service solutions providing clients the support to quickly develop and administer a customized warranty program.



Dale Reeder joins National Service Alliance as Senior Business Development and Sales Executive, leading the one of the nation's largest managed service networks for Appliance, HVAC, and Electronics. Dale brings nearly 40 years of service experience including roles as CEO of A&E Factory Service, a division of Sears, as well serving on the Board for Encompass Supply Chain Solutions. Randy Whitehead, Founder and President of National Service Alliance said, "Dale's relationships and reputation in the service industry are spectacular. Dale's a proven leader with a strong understanding of how to develop and manage a national service network for in-home services."



Kate Bowling is Ironwood Warranty Group's new Director of Operations. Kate provides over 12 years of experience in operations and client management from American International Group (AIG) warranty division, working with home warranty and international clients. Julie Messer, Chief Operating Officer at Ironwood Warranty Group, said, "We are fortunate to have Kate join our team. Kate's understanding of operations and account management make her a perfect fit for our strategic vision."