



Andrew Strauchen, MBA, Vice President – Marketing & Business Development North America, HAIMER USA

Andrew “Drew” Strauchen is currently Vice President at Haimer USA, responsible for Marketing and Business Development in North America. He previously served as Vice President of Marketing and National Account Sales for one of the largest cutting tool manufacturer's in the world. Drew has spent the last 16 years of his career in the industrial metalworking space, where he has overseen core functions including engineering, marketing, product development, quality assurance and sales.

Drew’s passion in the industry lies in helping U.S. manufacturers maximize efficiency and cost-savings for the purpose remaining competitive in a global market place. He leverages his engineering background and combines it with his passion for marketing communication to deliver clear messaging that resonates with Haimer’s target audiences.

He received his MBA from Northern Illinois University and his undergraduate Industrial Engineering degree from Ohio University’s Russ School of Engineering and Technology.

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