



Sims Crane names Hollister senior vice president of business development

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Mark A. Hollister has been named senior vice president of Business Development at Tampa-based Sims Crane & Equipment, a leader in the crane and heavy transport industry.

A veteran of the construction equipment and crane industry with more than 35 years of experience, Hollister's expertise includes sales, management and operations. Hollister has excelled at building and managing high-performance teams, while running efficient operations and growing market share.

"Mark has a proven track record of training and motivating sales teams in our industry, and we are confident he will bring his enthusiasm and successful strategies to our organization," said Dean Sims II, vice president of marketing for Sims Crane. "This strategic hire is in line with our growth objectives for the next five years."

Sims Crane & Equipment, which continues to grow its business nationwide, has led the crane and rigging industry in Florida for over 50 years with innovative safety practices and education, sophisticated technology and financial stability.

A proven leader with a successful history, Hollister has a great depth of knowledge in the construction equipment and crane industry.

Hollister was previously Senior Vice President of Sales and Marketing at Norco LLC, a manufacturer of construction attachments and mobile biomass processing equipment.

He also previously served as vice president/general manager of the Southeast for Nortrax, Inc., a John Deere Company and distributor of heavy construction equipment.

Hollister holds a B.A. in marketing from Drake University. His continuing education includes being Sales Certified by the Deere Signature Sales Process and certified in the Dimensions of Professional Selling (DPS), as well as participating in the Leadership Process Motivating Achievement (LPMA) program and many other classes in management and leadership.

Hollister and his wife, Theresa, have four daughters and three grandchildren. He and his wife live in Tampa.

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