



For Immediate Release

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GIANT USA HIRES THREE FOR SALES, PROMOTES ONE TO QUALITY ASSURANCE

Newbury Park, CA (JANUARY 29, 2014) - Giant USA has hired three people to fill vacancies in the Sales Department, and promoted one employee to Quality Assurance.

Executive Sales Director John Thompson announced that Eric Woods of Denver has been hired as Regional Sales Manager – South West. “Eric is an industry veteran who has spent enough time to know what it takes to drive our brand forward,” said Thompson. Woods joins Giant after extensive sales experience with Shimano, NEMA, and Specialized. “Every Giant retailer I’ve known has always remarked how much he or she enjoys working with the company,” he said. “I see Giant becoming the industry leader and I wanted to be a part of that.” He added, “A truly successful brand is comprised of great people, great products and great dedication to their customers; often you get one or two. Giant possesses all three – I believe that. We are in it to win it.” Woods will supervise and manage five Giant Account Executives in the southwest US.

Giant USA also hired two new Account Executives. Brian Trader, a veteran of high-tech hardware and software sales, has joined Giant as Account Executive for Arizona, New Mexico, and El Paso. The Ahwatukee, AZ resident said, “I look forward to boosting the Giant brand in a territory where I know it will excel tremendously. I’m eager to meet our retailers and their employees, work with them to build our partnerships – and have the privilege of riding their favorite local trails with them.”

Brian Sheedy, of Brevard NC, is now Giant’s Account Executive for Georgia, Tennessee, and North and South Carolina. A former pro road, cross, and MTB racer, Sheedy has more than 90 career victories -- including donning the KOM jersey after the prologue stage of the 2007 Amgen Tour of California. Most recently, he has been the head coach of the Brevard College Cycling Team. He said he joins Giant because, “When you have an opportunity to work for the best you take it. The Giant brand is experiencing phenomenal growth, and I’m excited to be a part of it.”

Evan Kay has been promoted to After Sales Tech Rep in Giant’s Quality Assurance Department. Kay spent almost six years on the road as the Giant Tech Demo Rep, visiting Giant retailers throughout the US, and engaging with hundreds of consumers at Demo events. He brings his considerable mechanical expertise and enthusiasm inside Giant USA headquarters, working with retailers on solutions to technical and warranty issues. “The best part about my new job is that I get to continue taking care of our retailers,” Kay said. “I made a lot of great friends all over the country and knowing that I won’t have my annual visits with them will be tough. But it’s great that I am still able to help retailers in their times of need.” Kay once again lives in Simi Valley, CA, where he grew up.

The excitement at Giant about the new hires and the promotion were tempered somewhat with the news over the last few weeks that two employees were leaving for new opportunities. Scott Helvie, who has been with Giant USA for almost 10 years -- most recently as Regional Sales Manager-Central -- is leaving the company to transition into an ownership role with Bicycle Garage of Indy. “It’s been one of the most difficult decisions of my career to step away from my role at Giant,” Helvie said. “Giant has enhanced my life and my career, so the people and the company will always hold a special place in my heart. Everyone has so much to be proud of— Giant has incredible momentum that will lead to great success in 2014. I wish you all the best.”



Josh Fonner, most recently Giant's Regional Manager for Retail Services in the Western US, has left the company after 7-½ years. He's moving to Colorado, becoming the US Bike Sales Manager for Swedish outdoor gear/sporting goods brand POC Sports. "Working at Giant was one of the best experiences of my life," said Fonner. "The brand, product, and people all combine to make a tremendously powerful team that will continue to climb to new heights in the future. Giant truly has something special going on, and I'll always count the people here as lifelong friends. See you all down the trail."

About the departures, John Thompson said, "On one hand I'm saddened that Scott will not be part of our Giant USA team; he is a tremendous comrade, friend, leader, and model human. I've learned much from our relationship; he's earned a special place in my heart as a colleague and leader. Nonetheless, as we move forward and all of us do, Scott will still be a part of our family as he heads up BGI and continues to nurture our brand directly to riders."

Regarding Josh Fonner's exit from Giant, Thompson said, "Josh has gone coast to coast -- and back again -- preaching the good word of Giant in multiple roles. His passion for the brand and the business will be missed, but we wish him the best in this new endeavor. Though he won't be employed by Giant USA any longer, like Scott, he'll always be part of the extended Giant family."

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