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**Jeffrey H Appel promoted to director of sales  
serving Alumicor, EFCO and Tubelite brands**

Wausau, Wisconsin (July 2024) – Jeffrey H Appel has been promoted to director of sales for Apogee Enterprises and its Architectural Framing Systems division, supporting the Alumicor, EFCO and Tubelite brands, and the legacy Wausau Window products. He most recently served as Northeast regional sales manager and brings 36 years of experience in architectural sales serving the commercial building industry.

Reporting directly to vice president of sales Jon Close, Appel is responsible for managing the regional sales managers and for their supervision of the local client development managers and independent sales representative agencies. Together, the sales team assists commercial architects, glazing contractors and building project teams in the U.S. and Canada with their product selection and specification of high-quality, aluminum-framed storefront, curtainwall, entrances, windows and daylight control systems.

Throughout his long career, Appel has earned the respect of customers, colleagues and building teams. For nearly 20 years, Appel has worked with EFCO products. He started as an estimator and project manager focusing on curtainwall before he joined the sales team’s South region. He then moved to the Northeast region, where he also represented Wausau Windows. In addition, he has supported collaborative new product development across the EFCO and Tubelite brands.

Drawing from his decades of experience, Appel continues to share his in-depth knowledge within the building envelope industry. He also taught strategic management for 10 years as an adjunct faculty member at James Madison University (JMU) College of Business in Virginia. Appel graduated from JMU with a Bachelor of Business Administration and an M.B.A.

Based in Virginia with his wife, Sherry, Appel also volunteers at a local high school teaching teamwork through sports as an assistant varsity boys basketball and baseball coach.

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