Kountry Kraft Names Jeff Jacobson Sales and Marketing Director

Jacobson brings 20-plus years of woodworking products leadership to strengthen dealer education and relationships with kitchen designers.



Jeff Jacobson Sales & Marketing Director Kountry Kraft

NEWMANSTOWN, PA, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- Kountry Kraft, a family-owned custom cabinetry manufacturer founded in 1959, has announced the appointment of Jeff Jacobson as its new Sales and Marketing Director. Jacobson joined the company in June, succeeding longtime National Sales Manager Roger Yiengst, who will retire in August after an extraordinary 49-year career with Kountry Kraft.

Jacobson's appointment reflects Kountry Kraft's continued commitment to supporting its nationwide dealer network while building upon the strong relationships, communication, and educational resources the company has cultivated for decades.

With more than 20 years of leadership experience in sales, marketing, product management, and business development, Jacobson has built a career helping manufacturers and distribution organizations grow by aligning sales, marketing, and operations. His background includes developing dealer programs, launching new products, strengthening customer partnerships, and leading cross-functional teams focused on long-term growth and exceptional customer experiences.

“Jeff brings the industry knowledge, collaborative leadership, and respect for craftsmanship that will serve Kountry Kraft and our dealer partners well,” said Dave Riebe, president of Kountry Kraft. “He understands that our dealers and kitchen designers are essential partners in bringing

custom cabinetry into homes across the country. His leadership will help us strengthen the education, tools, and communication we provide while building on the relationships Roger has developed throughout his time with Kountry Kraft."

Yiengst will remain with Kountry Kraft through August to support a smooth leadership transition.



Kountry Kraft frameless kitchen cabinetry, design by PK Surroundings

"Kountry Kraft has earned an outstanding reputation because of its people, its craftsmanship, and the relationships it has built over the past six decades," Jacobson said. "I'm excited to build on that legacy by listening first, strengthening communication, and creating new opportunities for education and collaboration that help our dealers and designers better serve their clients. When our partners succeed, we succeed."

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>
> *Dave Riebe, President, Kountry Kraft*

Jacobson recently relocated from St. Louis with his wife, Laura, and their family to the Reading, Pennsylvania, area. Outside of work, he enjoys woodworking, home renovation, and tackling hands-on building projects that have included remodeling at least nine bathrooms over the years.

About Kountry Kraft
Founded by Elvin and Helen Hurst in a small garage in rural Pennsylvania in 1959, Kountry Kraft has grown into a second-generation, family-owned manufacturer of premium custom cabinetry with more than 100 employees and a 96,000-square-foot manufacturing facility in Newmanstown, Pennsylvania. Since assuming leadership in 2003, siblings Elvin Jr. and Dee Hurst have continued the company's tradition of exceptional craftsmanship while investing in its people, expanding its capabilities, and strengthening relationships with dealers and designers across North America.

Today, Kountry Kraft designs and builds made-to-order cabinetry for kitchens, baths, closets, home offices, entertainment spaces, and commercial interiors. Every project is handcrafted in Pennsylvania and customized through an extensive selection of construction styles, door designs, wood species, finishes, storage solutions, and architectural details. Through its nationwide network of authorized dealers and its Newmanstown showroom, Kountry Kraft

partners with homeowners, builders, remodelers, and designers to create cabinetry tailored to each client's vision, lifestyle, and space.

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Kountry Kraft custom white kitchen cabinetry, design by LeBarron Cabinetry & Design



Kountry Kraft custom bath vanity, design by James Kershaw



Mudroom Cabinetry by Kountry Kraft, design by INDE

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