

Cherry's Industrial Equipment promotes Heather Racine to Sales Operations and Marketing Specialist

ROSELLE, IL, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- Cherry's Industrial Equipment (<https://cherrysind.com>), an engineering and manufacturing company dedicated to solving workflow and safety issues in the workplace, today announced the promotion of Heather Racine to the position of Sales Operations and Marketing Specialist.

The Sales Operations and Marketing Specialist plays a critical role in supporting Cherry's Industrial Equipment's commercial success by managing pricing, quotation systems, CRM data integrity, product information, website content, marketing initiatives, and business analytics.



Heather Racine

Racine, who joined Cherry's in 2024 as CRM Sales Support Coordinator, will now fill an expanded role, serving as the central support resource for the sales organization. Her responsibilities will include providing live commercial support, maintaining pricing accuracy, coordinating lead assignments, and ensuring consistency across the CRM, ERP, website, and proposal systems. She will work closely with Sales, Engineering, Purchasing, Finance, Operations, and Marketing to improve business processes, protect profitability, and deliver exceptional customer experience.

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We are pleased to promote Heather to this expanded role. She has been a tremendous addition to our team since joining us several years ago.”

John Costello, CEO, Cherry's Industrial Equipment

Prior to joining Cherry's in 2024, the Chicago area resident worked in the cybersecurity industry as Business Operations Coordinator at Nexum in Chicago.

Her experience also includes work in the prepaid card industry for Blackhawk Network in Woodridge, IL, in operational process management. She earned several business certifications applicable to her industry.

She earned a bachelor's degree from Northern Illinois University in DeKalb. In her spare time, she enjoys traveling, and spending time with her two children. She also enjoys visiting art museums and other local attractions.

John Costello, Chief Executive Officer at Cherry's, said, "We are pleased to promote Heather to this new, expanded role. She has been a tremendous addition to our team since joining us several years ago, and we are confident that she will continue to provide exceptional value to our company and the clients we serve."

About Cherry's Industrial Equipment

Cherry's Industrial Equipment Corp. is a leading [engineering company](#) specializing in custom material handling, ergonomic, and workflow solutions that improve workplace safety, productivity, and operational efficiency across a broad range of industries.

Founded in 1982, Cherry's pioneered the introduction of the pallet inverter to North America—a revolutionary material handling solution that enabled operators to safely invert entire pallet loads to recover damaged products, replace broken pallets, and eliminate manual handling. What began as a niche solution quickly became an essential piece of equipment for manufacturers, distributors, and warehouses. Today, Cherry's pallet inverters are used daily to handle hundreds of products, ranging from food and beverages to pharmaceuticals, cosmetics, consumer goods, financial equipment, and industrial materials.

Over the past four decades, Cherry's has expanded its portfolio into a comprehensive line of [American-made material handling solutions](#), including pallet inverters, pallet dispensers, ergonomic lift tables, 90° tippers, pallet washers, roller skids, plastic and aluminum pallets, load transfer systems, and other custom-engineered equipment designed to solve complex manufacturing and distribution challenges.

Cherry's serves customers across a [diverse range of industries](#), including automotive, food and beverage, agriculture, pharmaceuticals, cosmetics, aerospace and defense, printing, consumer packaged goods, warehousing, logistics, and distribution. Every solution is engineered with a focus on operator safety, ergonomics, reliability, and long-term value.

Headquartered in Roselle, Illinois, Cherry's Industrial Equipment provides engineering expertise, nationwide sales and service, and comprehensive customer support throughout the United States, Canada, Mexico, and international markets.

For more information about Cherry's Industrial Equipment Corp., please visit

www.cherrysind.com or contact the team to discuss your material handling application.
www.cherrysind.com or call 1-847-582-4366.

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