

NEWS RELEASE

New Managing Director appointed at HydraForce Ltd in Birmingham

HydraForce Hydraulics Ltd, manufacturer of high-performance hydraulic valves and manifold systems based in Birmingham's Advanced Manufacturing Hub, has appointed Jon Bradley as its new Managing Director.

Jon Bradley joined HydraForce as Director of Global Quality Excellence in 2016, where he was key in uplifting the quality and brand image of HydraForce globally, before being appointed to his latest position as Managing Director from 1st June.

Mr Bradley started his career as an Engineering Apprentice, before he began his successful manufacturing career spanning more than thirty years in Aerospace, Automotive and Off Highway Hydraulic Engineering industries, based in both the UK and the USA.

US based Tim Twitty, Vice President of Operations at HydraForce, said: "We extend our gratitude and best wishes to our former MD, Tony Brown in his future endeavours and welcome Jon Bradley in his new position as Managing Director. This transition is a strategic step in accelerating the HydraForce Strategy (2x25), Mission, and Vision of striving to be our industries leading provider of high performing and innovative motion control solutions."

HydraForce Ltd, based at their facility in Aston Hall Road, employs around 700 staff at present and is the American owned business' European Headquarters. The UK-based division of the company is projecting sales of £124 million for 2021, far exceeding its budget of £101 million.

On his new appointment, Jon Bradley, said: "I am extremely honoured to be asked to follow in the footsteps of former Managing Directors Tony Brown and Peter Macdonald, extending the founder, Jim Brizzolara's HydraForce legacy. HydraForce is a fantastic company to work for, with a great workforce, and I will continue to work with the team to deliver the benefits that my predecessors have put in place, carrying them out in the spirit of HydraForce."

About HydraForce

HydraForce was first established in Chicago, USA in 1985. The Birmingham site is the European Headquarters of the business and is in its third factory since its establishment in Birmingham in 1988. It remains a privately-owned company, with manufacturing facilities across the world, including their North America (Corporate Headquarters), Birmingham UK (European HQ), Brazil and a plant in Asia.

The company designs and manufactures high performance hydraulic fluid power cartridge valves, custom manifolds and electro-hydraulic controls.

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