

MVP SPOTLIGHT

Brittany Tiringer

Tekweld

What is your title/role at Tekweld?

New England Regional Sales Manager – I travel the New England territory (Long Island, Upstate NY, Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire and Maine) visiting with distributors to show what is new and selling with Tekweld.

What do you like best about your company?

First the product, Tekweld has not only a wide array of product to chose from but you can also express your creativity with it from our custom packaging to acrylics and retro lunchboxes. Also, even with the growth that Tekweld has experienced in the past few years, we still stand by our slogan “It’s not business...it’s personal.” We are very hands-on with each and every one of our orders.

What is new & upcoming with your company?

Kits, we love “kitting” around at Tekweld! We have over 100 stock kits to choose from for all needs but something that differentiates us is our custom kitting capability. We will work with a budget and a customer’s demand to create their own unique kit for any occasion so come “kit” with us.

Tell us something about you that most people may not know.

I am a fitness fanatic. I began about 8 years ago with Crossfit as a way to meet my now husband and not only did I fall in love with him but I fell in love with working out as well. It keeps me healthy, motivated and makes me feel good after long weeks on the road.

If you could choose any profession other than your current one, what would it be?

It would be in fashion. I attended the Fashion Institute of Technology and earned my bachelors degree in fashion merchandising management. After graduating I started my short-lived retail career before coming back into the promotional product world. One thing I do enjoy about my current position is I still have the ability to merchandise each time I set up my booth for a tradeshow.

What is your passion?

Health and fitness, not only do I enjoy it for myself but I enjoy helping others achieve things they did not know they were capable of.

What drives you?

My son, he is my pride and joy and pushes me everyday to continue doing what I am doing to provide the best life for him.

Do you have a role model?

Yes my mom, she is one of the most selfless people I know and would drop anything and everything to help someone especially her children.

What was your biggest win in 2019?

Becoming a mom and being nominated for SAAGNY Sales Representative of the Year. When entering back into the work field after maternity leave I was nervous I wasn’t going to be able to balance both. When I heard I was nominated it brought tears to my eyes, it was a great feeling knowing your hard work doesn’t go unnoticed.

Do you have a spirit animal?

Yes a lioness, they are independent, powerful, loyal, brave and strong. They are the primary hunters of their pride and are highly protective over their young.