



PRESS RELEASE

**For Immediate Release**

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## **Merit Brass Co. Highlights their Strategic Leadership Team Dedicated to Enhancing Wholesaler Experiences and Driving PVF Industry Innovation**



Left to Right (Back row: CEO-Alan Lipp, CEO-Marc Schlessinger, VP of Operations-Glenn Bruce, VP of Procurement-James Maloney; Front row: VP of Sales-Don Russell, President-Darren Hilliard, CFO-Michael Woloszyn)

**Cleveland, Ohio**-For 88 years, family-owned and operated Merit Brass Company has driven consistent improvement in the PVF industry, solidifying its legacy as a trusted partner to wholesaler distributors. With an unwavering dedication to service excellence, the company proudly showcases its seasoned strategic leadership team (SLT), including C-suite executives and Vice Presidents with decades of expertise. This team is laser-focused on eliminating inefficiencies, advancing cutting-edge technologies, and fostering innovation to empower wholesalers with seamless, cost-effective solutions and unparalleled ease of doing business.

“The work our SLT is doing is truly transformative. I believe the team is comprised of the most talented individuals in our space. Each member is ready to evoke real and lasting change. Having a team aligned like this is really Merit’s secret sauce. ” Stated CEO, Alan Lipp.

The talent within this team brings to Merit over 100 years of experience. It is comprised of owners and co-CEOs, Marc Schlessinger and Alan Lipp; President, Darren Hilliard; CFO, Michael Woloszyn; VP of Procurement, James Maloney; VP of Operations, Glenn Bruce; and VP of Sales, Don Russell.

Merit Brass's strategic leadership team combines decades of specialized expertise with a proven track record in the PVF industry, ensuring innovative solutions, operational efficiency, and unmatched support for wholesaler distributors. Each member leverages deep knowledge in their role, backed by extensive direct or related experience in PVF distribution, supply chain, finance, and sales.

- **Alan Lipp, Co-CEO:** With over 43 years at Merit Brass and more than 43 years in the PVF industry, Alan provides visionary leadership, driving long-term growth and fostering strong wholesaler partnerships through his family legacy in distribution.
- **Marc Schlessinger, Co-CEO:** With over 46 years at Merit Brass and more than 46 years in the PVF industry, Marc spearheads strategic initiatives, emphasizing innovation and sustainability to enhance wholesaler success in a competitive market.
- **Darren Hilliard, President:** With over 7 years at Merit Brass and 26+ years primarily in the Plumbing and PVF industries, Darren leads the company’s SLT and day to day operations as well as setting the company’s long-term strategy.
- **Michael Woloszyn, CFO:** With over 2 years at Merit Brass, 11+ years in the industry, and 18+ years in finance, Michael optimizes financial strategies to reduce costs and improve profitability, directly benefiting wholesaler margins through efficient pricing models.
- **James Maloney, VP of Procurement:** With over 2 years at Merit Brass, 14+ years in the PVF industry, and 19+ years in procurement, James enhances supply chain resilience, sourcing high-quality materials at competitive rates to support wholesaler inventory needs.
- **Glenn Bruce, VP of Operations:** With over 4 years at Merit Brass and 19+ years in operations, Glenn streamlines logistics and production, minimizing waste and ensuring timely deliveries for seamless wholesaler experiences.
- **Don Russell, VP of Sales:** With over 2 years at Merit Brass, 28+ years in the PVF industry, and 28+ years in sales, Don builds robust customer relationships, driving revenue growth through tailored solutions that simplify ordering and boost wholesaler profitability.

Darren Hilliard commented, "I think we have some really nice opportunities with the talent that we've assessed in our strategic leadership team to continue to enhance our business and really drive that customer experience."

## **Strategic Vision and Impact**

Together, Merit Brass's Strategic Leadership Team (SLT) has implemented targeted improvements to elevate the customer experience for wholesaler distributors, ensuring seamless operations, reliable supply, and sustained growth in the PVF sector.

Under the guidance of Co-CEOs Alan Lipp and Marc Schlessinger, the SLT fosters collaboration and long-term vision, driving strategic growth while personalizing support for wholesalers. President Darren Hilliard oversees company-wide strategies, partnering with the team to align initiatives with market demands and enhance profitability.

In operations, VP Glenn Bruce and his team have expanded CNC capabilities to boost pipe nipple production, enabling wholesalers to meet rising demand efficiently. Customer service now leverages optical scanning technology to input purchase orders directly into the ERP system, accelerating processing and achieving near-perfect order accuracy. Additionally, shipping processes have been optimized through batch picking, pick-to-voice systems, and product reprofiling, resulting in a nearly 3x increase in picking speed for faster, more reliable deliveries.

The procurement team, led by VP James Maloney, collaborates closely with sales to forecast and plan for customer demand. By utilizing advanced forecasting software and strengthening vendor relationships, they ensure shelves are stocked with high-quality PVF products, reducing lead times and supporting wholesaler success through cost savings and supply chain resilience.

CFO Michael Woloszyn drives financial strategies that leverage new technologies to optimize costs and fuel organizational growth, directly benefiting wholesalers with competitive pricing and stable partnerships.

For sales, VP Don Russell emphasizes multichannel success: "Continuous improvement is a mindset across the business, and the sales team plays a key role in bringing customer feedback back into the organization, helping shape decisions that enhance the overall customer experience." His team has rolled out a CRM system for greater cross-departmental visibility and is integrating AI to streamline workflows. Regular monthly meetings with sourcing teams address project activity, market shifts, and demand fluctuations, enabling precise forecasting and consistent product availability for wholesalers.

With its fourth-generation family members actively driving the business forward and a seasoned strategic leadership team firmly in place, Merit Brass is primed for accelerated growth and committed to establishing itself as the premier supplier for PVF wholesalers. The company's unwavering dedication centers on forging stronger partnerships, delivering innovative solutions, and empowering wholesalers to thrive in their markets—ensuring mutual success through superior service and reliability. Merit invites wholesalers to explore how they can elevate your operations. For more information on how Merit Brass can support your wholesale needs, visit [www.meritbrass.com](http://www.meritbrass.com) or contact our team today.

### **About Merit Brass Company**

Merit has a rich history of offering the most comprehensive flow control and piping connection technology. Their goal is to make the Merit Experience for their customers seamless by bundling a complete line of consistent, high quality piping products, flow control devices and piping system solutions. Merit features a full range of stainless steel and brass fittings, nipples, pipe, valves, flanges, stainless steel butt weld fittings, tubing, forged steel fittings and press technology, which includes carbon, copper, and stainless steel. **Contact:** Marketing Department [mbmarketing@meritbrass.com](mailto:mbmarketing@meritbrass.com) (216) 261-9800.

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