



FOR IMMEDIATE RELEASE:

Contact: Shuttlelift  
(920) 743-8650  
(920) 743-1522  
[www.shuttlelift.com](http://www.shuttlelift.com)

## **Shuttlelift names Erich Pfeifer Vice President of Business Development and Marketing**

Sturgeon Bay, WI (March 17, 2010)

Marine Travelift/Shuttlelift announced the promotion of **Erich Pfeifer** to *Vice President of Business Development and Marketing* today.

Pfeifer will be responsible for all industrial and government sales, as well as marine sales in the Americas. He will also oversee all Marketing efforts and activities for the Company.

“Erich’s accomplishments and talents are both highly valued and key to future plans for the organization; and we are thrilled to announce this promotion”.

*James Ashton, Chairman, Marine Travelift, Inc.*

Pfeifer was hired by Marine Travelift in 2004 as a *Sales Engineer*. He was appointed *Manager of the Americas* in 2006, and promoted to *Director of the Americas and Marketing* in 2009.

Pfeifer was the 2008 recipient of the Marine Travelift/Shuttlelift President’s *Award of Excellence*, an award recognizing extraordinary achievement on behalf of the Company. Pfeifer delivered the first order for a 1000 ton boat hoist, the largest boat hoist in the world.

Pfeifer is currently enrolled in business graduate studies at the University of Wisconsin – Madison, School of Business.