



Alysha King

Vertical Marketing Manager
CRANE ChemPharma and Energy Flow Solutions
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Ms. Alysha King manages Vertical Marketing initiatives for CRANE ChemPharma and Energy, ensuring that a coordinated production-to-sales effort is supported by an effective and vertically consistent marketing program. Relevant to Mining and Chlor-Alkali industries, Ms. King serves as the primary liaison linking customers, sales, and management in her mission to achieve strategic objectives and to deliver projects as planned. In her role, she supports new product development and makes recommendations tailored to meet customer needs. A significant part of her impact upon the business stems from her ability to analyze and interpret current and future market trends, and to develop market strategy with corresponding sales tools to address current and anticipated customer needs.

Ms. King joined Crane ChemPharma as the Vertical Marketing Manager in November, 2011.

Before joining Crane, Ms. King worked in various engineering positions at Celanese Corporation since 2009, with the most recent being Production Scheduling and Planning Specialist at a Celanese subsidiary Ticona Engineering Polymers. Prior to 2009, Ms. King was a Process Engineering Trainee with Metso Corporation (Minerals Division), a company serving the Mining Industry with its process control systems and services.

Ms. King has earned her Bachelor of Science in Chemical Engineering from University of Utah, Salt Lake City, Utah.