

Richard J. Seif
The Lincoln Electric Company

Richard J. Seif is the Senior Vice President of Global Marketing for the Lincoln Electric Company. He is responsible for global marketing encompassing market segment and brand strategies. In addition, he is in charge of the Automation Division and technical training and service for the USA and sales and marketing for the Sub-Saharan region.

In 1971, Mr. Seif joined the Lincoln Electric Company as a technical sales representative. He has held numerous positions with the Company, including Manager of the Salt Lake City District office, Manager of the Cleveland District sales office, Vice President of Marketing, President and CEO of the Company's Canadian subsidiary, The Lincoln Electric Company of Canada Limited, Vice President of Sales and Marketing USA, and more recently, Senior Vice President of Global Marketing.

Mr. Seif is a graduate of Michigan State University where he earned a BSEE degree and an MBA in Marketing. He also attended Massachusetts Institute of Technology, Sloan School of Management Senior Executive Program,

Mr. Seif is an active member of the American Welding Society, the MAPI Marketing Council, and the Editorial Advisory Board for *FFJournal*. He is also a member of the Board of Trustees for the American Welding Society Foundation. He has served on the Board of Trustees for the Edison Welding Institute, the Canadian Welding Bureau and CAMP (a Cleveland non-profit promoter of manufacturing). He is the author of W Crew, Stroke to Bow, A Dad's Waterscape View of Women's Intercollegiate Rowing. Mr. Seif resides in Chagrin Falls with his wife, Carol, and they are parents of three grown children.