



## Karen Norheim

### President & COO



Karen Norheim is passionate about all things manufacturing. As the 2nd generation coming into the leadership role for her family's company, American Crane & Equipment Corporation, Karen has sought to solidify the "Founder's Legacy" while putting her own stamp on the company culture.

Karen's company's journey to their new mantra – Grit Matters: Perseverance, Heart & Integrity is the reboot of their vision, mission and values. Her role, as she puts it, is that of the gardener as she leads the successful day-to-day operations of American Crane, a 180-person manufacturing facility headquartered in Douglassville, Pennsylvania, into the future. American Crane is recognized as a leader in the design and manufacture of cranes, hoists and other material handling equipment.

Karen received a dual Bachelor of Science degree in both Marketing & International Business and International Studies from Pennsylvania State University, as well as a Master's degree in Information Science and an MBA.

The work that Karen has accomplished by mentoring others and promoting the industry has made her a leader in the manufacturing industry in Berks County and beyond. She is a true spokesperson for the great jobs and quality of life that the industry can provide, and she is also a dynamic force when it comes to the immense technology and innovation occurring in manufacturing at a rapid rate. Karen is an advocate for encouraging young people to consider a career in manufacturing – particularly women. She is a frequent speaker at local schools and professional organizations.

In addition to her many roles within the company, Karen also sits on the boards of many industry leading organizations. Karen plays a pivotal role in the Greater Reading Chamber Alliance's Next Gen Advanced Manufacturing Industry Partnership. Her leadership within this group as an appointed "Champion" has strongly supported the identification of common areas for regional growth, talent development, and workforce pipeline solutions that can be addressed with one voice.

\*\*CMAA is the Crane Manufacturers Association of America, Inc., an independent trade association affiliated with the Material Handling Industry founded in 1927 by leading crane manufacturers of that time to promote the standardization of cranes as well as uniform quality and performance. Member Companies, representing the industry leaders in the overhead crane industry, serve the United States market from operations based in the United States, Canada, and Mexico

\*WiM is the only national trade association dedicated to providing year-round support to women in manufacturing. We are member-based and offer four types of membership – student, professional, professional plus and corporate – and each level has uniquely designed benefits. We represent manufacturers of all types and welcome individuals representing every job function – from the shop floor to the C-Suite. WiM is inclusive to men. We host many national and local events. Our Education Foundation, the WiMEF, allows us to provide several professional development opportunities to women working within manufacturing.



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