*Media contact: Heather West, 612-724-8760, heather@heatherwestpr.com*

**Jeff Beckstead named western regional sales manager
serving Tubelite and EFCO clients**

Walker, Michigan (June 2024) – Jeff Beckstead has been named as the western regional sales manager supporting the EFCO, Tubelite and legacy Wausau Window and Wall Systems brands of Apogee Enterprises and its Architectural Framing Systems division. He assists commercial architects, glazing contractors and building project teams with their product selection and specification of high-quality, aluminum-framed storefront, curtainwall, entrances, windows and daylight control systems.

Beckstead’s territory includes Alaska, Arizona, California, Colorado, Hawaii, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming. Reporting to vice president of sales, Jon Close, Beckstead works in partnership with the other regional sales managers and local client development managers, as well as national accounts, architectural engineering, estimating, project management and customer service teams.

Beckstead brings 30 years of experience serving property owners, design professionals and construction teams throughout the western states with building products and materials. Focused on developing successful client relationships, Beckstead has presented numerous continuing education courses and has participated in industry associations including the American Institute of Architects and the Construction Specifications Institute.

Most recently, he worked for 10 years as a western U.S. and Canadian regional sales manager for Carlisle Construction Materials (CCM) and its Hunter Panels product line. Prior to his role at CCM, Beckstead was responsible for sales at Amcor Masonry, a subsidiary of Oldcastle APG. Earlier in his career, he owned and operated Stucco Style before joining BASF Sustainable Construction Solutions. During his 13 years with BASF, he represented its exterior insulation finish systems (EIFS), air/moisture barriers and sealant/caulking products.

Based in Ogden, Utah, Beckstead studied at Utah State University and Weber State University. He continues to pursue additional sales training and certification programs.

*To learn more about Tubelite personnel, products and projects, please visit* [*tubeliteusa.com*](https://tubeliteusa.com/products/forcefront-storm/)*, call 800-866-2227, email* *dependable@tubeliteusa.com* *or contact a local* [*client development manager*](https://tubeliteusa.com/sales/)*.*

*To learn more about EFCO high-performance products, please visit* [*www.efcocorp.com*](https://www.efcocorp.com/)*, call 800-221-4169 or contact a* [*local representative*](https://efcocorp.com/rep/search)*.*

*###*