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FOR IMMEDIATE RELEASE

July 1, 2024

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SEEMAC Appoints Frank Goecke President/CEO

On August 1st of this year, SEEMAC will appoint Frank Goecke as its new President/CEO, succeeding Elliott Savage, who has served in these roles since 2005. Savage will become Executive Chairman, with the President/CEO reporting to him. Serving suppliers and customers alike, SEEMAC, Inc. has a 70+-year history of providing premier wood products and support services – from raw materials to semi- and fully-finished products.

Frank Goecke comes to SEEMAC with a varied and influential career in the international wood products industry. Most recently, Goecke worked for AFRY, an international consulting firm headquartered in Sweden, where he was Director and Global Head of the Wood Products Practice. With managerial, sales, and strategic planning expertise, coupled with an extensive industry knowledge and network, and insight into market variables, growth and future development, Goecke is well-positioned to lead SEEMAC.

As he moves into the Executive Chairman role, Elliott Savage will work with the new President to transition responsibilities and help develop strategic initiatives to grow the company going forward. “Frank Goecke is a respected, well-known industry expert in the wood products industry. He has fostered relationships with many owners and management teams of top producers of wood products and the customers who use these products in Europe, South America, and North America.”

“I am excited working with Elliott and the SEEMAC team during the transition process,” commented Goecke. “My goal is to continue the successful path Elliott and the team started many years ago, while also assessing the best future growth opportunities for SEEMAC.”

Diversification of products and services and extending the company’s reach will be key initiatives for Goecke. “SEEMAC’s position, its existing product portfolio and customer network provide an interesting platform for future growth and expansion in the US and beyond,” continued Goecke. “Our goal will be to diversify the current product portfolio and expand our customer base.”

“Frank Goecke has many strategic ideas concerning SEEMAC’s future growth,” concluded Savage. “His knowledge, experience and skill set fit this role at SEEMAC perfectly. We’re excited and enthusiastic to see how the company will evolve under Frank’s leadership.”

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