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IAPMO Promotes Huisken, Morris to Senior Vice President

Ontario, Calif. (Jan. 11, 2016) — The International Association of Plumbing and Mechanical Officials (IAPMO), in recognition of their work integral to The IAPMO Group's unprecedented growth over the past decade, has promoted Duane Huisken to Senior Vice President of Marketing and Communications and Mitchell Morris to Senior Vice President of Information Technology, IAPMO CEO GP Russ Chaney announced.

"Duane and Mitch oversee two essential aspects of The IAPMO Group's shared services, and they have worked tirelessly to support all of our global services from both an internal perspective and for our members and clients," Chaney said.

Huisken joined IAPMO in 2007, having previously performed marketing, sales, and product development for such manufacturing giants as Lafarge, James Hardie, and Oldcastle.

One of his major initiatives has been the development of unique messaging for each facet of The IAPMO Group, distinguishing the services and benefits each business unit offers while simultaneously promoting synergies between them.

"One size does not fit all," Huisken said. "Messages need to be specifically relevant to an audience in order to resonate within it."

IAPMO also beefed up its social media presence at Huisken's direction, with Facebook, Twitter, LinkedIn forums, and YouTube all being utilized to promote the association's work.

Morris also came to IAPMO in 2007 after leading Strategic Point, LLC, a provider of technical and operational strategy consulting services, as Managing Partner. Prior to that he managed worldwide IT operations for an internationally branded architectural firm.

During his tenure with IAPMO, Morris has overseen technical infrastructure and application development capabilities that have positioned the organization to experience significant technological advancement.

"I've enjoyed leading and implementing the technology strategy at The IAPMO Group over the last eight years," Morris said, "and am looking forward to being even more deeply involved in our continued success going forward."

ABOUT THE IAPMO GROUP

The IAPMO Group offers an extensive menu of services — product testing and certification, code and standard development, training and education — offering clients worldwide one-stop sourcing for all of their plumbing, mechanical, electrical, solar, and food equipment certification needs, all with fast turnaround and industry-renowned customer service. For a complete listing of available services, visit www.iapmo.org.

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