



Alfred Rebello
Chief Executive Officer

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Alfred (Al) Rebello is the Chief Executive Officer of Trew, a material handling automation solutions company built on the 20-year foundation of two innovative and well-known companies, Hilmot and Tech King Operations. Al is a 30-year industry veteran providing customer focused organizational leadership and delivery of highly integrated Automation Systems.

Al is a hands-on leader that brings entrepreneurial insights to recognize market needs, develop industry leading products and solutions, win orders, and execute at a high level. Al is committed to delivering on promises, finding creative ways to solve challenges, continuous improvement and emphasizes ownership, teamwork, and process rigor.

He started his career with The Buschman Company as a Product Development Engineer, later joining Intelligrated at its founding. He has held executive positions in Pre-Sale Engineering, Project Engineering, Project Management, Manufacturing, and Installation serving as the Senior Vice President of Operations when Intelligrated was acquired by Honeywell. He joined Trew early 2022 as the Chief Operating Officer.

Al is a graduate of the University of Cincinnati College of Engineering and Applied Sciences and the Harvard Business School General Management Program.

ABOUT TREW®

Trew provides automated material handling solutions for integrators and end users, including Warehouse Execution Systems (WES), Warehouse Control Systems (WCS), PLC- and server-based machine controls, motorized driven roller (MDR) conveyor, conventional conveyor, and services such as concepting, engineering, technical support, parts, field service and training. Serving the North American retail, warehouse, distribution, manufacturing, and ecommerce industries, Trew's experienced staff and broad network of integrator partners enable uncommonly smart solutions scalable to any material handling needs.

For more information, please visit <http://www.trewautomation.com>

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