

Media contact:

Shane Novacek  
Beckhoff Automation  
Phone: 952-808-6515  
[s.novacek@beckhoff.com](mailto:s.novacek@beckhoff.com)  
[LinkedIn](#)

Note to editors: Link to high-res photo and picture caption follow news release text.

## **Kevin Metz Promoted to Southeast Regional Director of Beckhoff USA**

*With a career filled with impressive results in sales, sales leadership, and application engineering, Metz brings a well-rounded skillset to this key leadership position*

SAVAGE, Minnesota, July 15, 2025 – After years of success securing new business as a sales engineer, Kevin Metz is taking on broader responsibility with his promotion to Southeast Regional Director at Beckhoff USA. He inherits a legacy of team building and sales growth as he takes the reins from the previous Southeast Regional Director, Steve Rastberger, who will retire in August 2025. Metz reports to Jake Schieffer, Vice President of Sales.

“Kevin has consistently demonstrated outstanding sales acumen, talent for leadership, and a deep commitment to our customers,” Schieffer said. “His promotion reflects his readiness to take on significant sales leadership responsibility at Beckhoff USA, and I’m excited to see where he will take an already strong Southeast Region Team in the future.”

Metz has already taken many opportunities to help others succeed at Beckhoff USA, serving as a mentor in the acclaimed Talent Development Program, supporting interns and colleagues early in their careers as they build their skills and experience on the journey to becoming seasoned pros. Prior to joining Beckhoff, Metz served as a Regional Sales Manager and Field Application Engineer at Bishop Wisecarver and held multiple engineering positions at GE Power.

“The Southeast region is a territory full of opportunity, and I’m energized by the chance to lead our local team of talented sales engineers to new heights,” Metz said. “Whether managing teams, mentoring interns, collaborating with application engineers, or onboarding new hires, I’ve always believed in lifting others to elevate the entire team.”

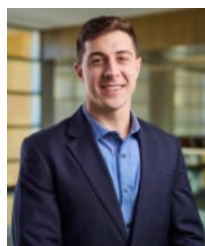
Metz earned a Master of Science in Mechanical Engineering from Georgia Institute of Technology in Atlanta and a Bachelor of Science in Agricultural Engineering, Mechanical Systems from the University of Georgia in Athens.

[Beckhoff USA](#)

**Link to high-res photo:**

[www.beckhoff.com/media/downloads/press/2025/pr112025\\_beckhoff\\_us.zip](http://www.beckhoff.com/media/downloads/press/2025/pr112025_beckhoff_us.zip)

**Press picture:**



**Picture caption:**

Kevin Metz is the Southeast Regional Director at Beckhoff USA. (© Beckhoff, 2025)

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**Please send questions regarding “Beckhoff USA Southeast Regional Director Kevin Metz” to:**

Beckhoff Automation LLC  
13130 Dakota Ave  
Savage, MN 55378  
Toll-free: 1-877-TwinCAT  
Local: 952-890-0000  
Fax: 952-890-2888  
Email: [beckhoff.usa@beckhoff.com](mailto:beckhoff.usa@beckhoff.com)  
[www.beckhoff.com](http://www.beckhoff.com) | [LinkedIn](#)

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