



NORTH AMERICAN STEEL ALLIANCE

October 30, 2017 - Chicago, IL. – North American Steel Alliance, Inc. (“NASA”), announced on October 16, 2017 that Deana K. Lecy has joined the cooperative as Director of Metals Programs to further develop and direct their metals programs. “I am thrilled that Deana has joined our Management Team. Her experience, knowledge, and industry relationships will benefit not only our members but our suppliers as well.

Deana will play a key role in strategically growing our metals programs as we move forward,” stated NASA’s President, Mike Wagner. Deana’s 25 years of experience within the metals industry provides a unique opportunity to capitalize on her extensive senior leadership experiences in sales, marketing and manufacturing in support of the NASA team. Deana views her decision to join the NASA team as, “The perfect opportunity and environment to utilize my relationship management skills and capitalize on my industry knowledge as well.” Deana’s most recent position as Director of Sales and Marketing with a privately held engineering company, Falk-PLI Engineering and Surveying Inc., provides her with unique insights into the manufacturing and procurement aspects of many metal producing and metal converting organizations.

Deana’s prior positions spanned all levels of sales and marketing positions including her role as Division Manger Sales & Marketing, Automotive with Mittal Steel Group. Deana began and spent the first 13 years of her metal industry career at Bethlehem Steel Corporation. In addition, Deana’s involvement and leadership contributions to the Association of Women in the Metals Industry (AWMI) and Association of Iron & Steel Technologies (AIST) provide additional skill sets and relationships in support of the co-op’s member/owner companies and its supplier partners.