



Eric Cruse

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## Middleby Bakery Names Eric Cruse President of Baker Thermal Solutions

Plano, TX – August 26, 2024 – Middleby Bakery is pleased to announce the appointment of Eric Cruse as the President of Baker Thermal Solutions. This key appointment highlights Middleby's dedication to innovation and customer excellence within its portfolio.

Cruse brings extensive experience to his new role with significant leadership positions at other automation and food processing equipment companies, backed by an MBA from Indiana Wesleyan University and a Bachelor of Science in Electrical Engineering from Wright State University.

“With Baker Thermal Solutions’ legacy brands\*, literally thousands of units, tunnel ovens and baking systems are in the marketplace. Eric’s knowledgeable engineering background and focus on positive customer experiences results in timely, accurate new project execution and aftermarket support,” said Mark Salman, Middleby Food Processing President.

His leadership is set to drive Baker Thermal Solutions toward new heights of innovation reinforcing its position as a leader in the thermal processing industry. For example, the recent introduction of the RapidBake Oven, a high-demand, high-volume impingement microwave oven that offers faster bake times, a smaller footprint, and a notable energy reduction, underscores the company's commitment to efficiency and sustainability. In addition, customer-centric goals will further enhance service offerings to ensure comprehensive support throughout the equipment lifecycle.

For more information about Baker Thermal Solutions and its products, including the RapidBake Oven, please visit [www.bakerthermalsolutions.com](http://www.bakerthermalsolutions.com).

\*Baker Thermal Solutions Legacy Brands - APV Baker, Baker Perkins, Lanham, Petersen, Readco, Stickelber & Sons, and Turkington USA

### MIDDLEBY FOOD PROCESSING

Middleby provides advanced innovative and custom solutions for industrial protein and bakery producers, covering processes from raw material preparation to product packaging for retail and food service applications. For more information on Middleby Food Processing visit [www.midprocessing.com](http://www.midprocessing.com)

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