



CARLEY REITER

Senior Sales Manager

Carley Reiter is the Senior Sales Manager at Pierce Manufacturing, leading the Stock, Build My Pierce, and Order Management teams. She joined Pierce in 2015 as a purchasing intern and has since held several roles across procurement, requirements management, and sales, gaining a deep understanding of Pierce's operations and customer needs.

Throughout her career, Carley has contributed to key projects, including assisting with the multi-year ERP (JDE) upgrade during her time as a Buyer and Senior Buyer, rolling out the BMP candidate tool as a Senior Sales Manager, and helping develop a career development platform for

the Global Procurement & Supply Chain functions. In her current role, she helped transition the stock unit securing process from email-based communication to a proprietary automated system accessed by Pierce's dealer network, improving efficiency and workflow.

Carley earned her undergraduate degree in Supply Chain from the University of Wisconsin-Oshkosh and her MBA from St. Norbert College. She values cross-functional collaboration and enjoys working with teams across the business to support Pierce's mission.

“At Pierce, we're more than just a team—we're a family. Every day, we collaborate across departments to ensure firefighters have the best apparatus to protect their communities. Knowing our work plays a role in their safety and success is what makes this job so rewarding.”