



SHENA STRAKA

Business Unit Director – Aerial Products

Shena Straka serves as the Business Unit Director for Aerial Products at Pierce Manufacturing. Growing up in Seymour, Wisconsin, she developed strong family values and a deep appreciation for hard work. Her leadership and in-depth knowledge were shaped through her education at the University of Wisconsin Oshkosh, where she earned a bachelor's degree in marketing and human resources, and further refined while obtaining an MBA from West Texas A&M University.

Since joining Pierce in 2005 as an intern, Shena has held multiple critical positions over her 20-year tenure. She transitioned from sales intern to aerial product management for four years, where her growth in product innovation was further developed. The following years were spent mastering order management and leading the Build My Pierce™

(BMP™) team as Sales and Program Manager. Shena's trajectory also includes a pivotal three-year appointment as Aerial Manager Product Support, which led to her current directorship of the Aerial Business Unit.

Among Shena's notable achievements is the successful establishment and launch of the BMP Program. Her current objectives focus on delivering high-quality aerial products, ensuring a consistent flow of units to customers, and fostering the growth and well-being of her Aerial team members.

Away from work, Shena's most cherished role is as a wife and mother to three children. This aspect of her life stands as a testament to her ability to balance the fulfilling professional demands of serving members of the fire service with the joys and commitments of family life.

“What drives me every day at Pierce is the pursuit of excellence for our aerial products and the dedication to our team's growth. The impact we make—delivering top-tier products that support our customers' critical missions—fuels my commitment. Working alongside my team and engaging with our customers isn't just rewarding; it's an honor that resonates with the values I hold dear as a professional and a parent. The opportunity to see our aerial products help safeguard communities is a constant reminder of why we do what we do. It's not just a job; it's a responsibility I cherish.”