

Susan Land Sprentall Biography

Susan Land Sprentall is the member/owner of American Laser Enterprises, LLC (ALE), which provides manufacturing and technical engineering services to laser equipment OEMs system integrators, distributors, and end users.

Land Sprentall joined American Laser Spares LLC in 1999 as its vice president responsible for leading the company into new market sectors. American Laser Spares, LLC was the aftermarket spare parts company handling OEM and OEM quality laser beam delivery spare parts for cutting and welding equipment.

She started American Laser Management Company in 2002 and under this company handled the marketing functions for several laser industry companies including Precitec Inc. She also had a consulting contract with the Society of Manufacturing Engineers where she was instrumental in launching the Industrial Laser Community “to establish a means to promote laser technology in North America with high intensity by educating the market and advancing the laser technology base.”

2007 was a pivotal year for Land Sprentall, she and her husband combined their three companies to form American Laser Enterprises, LLC. The company was structured to diversify their products and market segments in addition to streamlining operations and synergies.

Her career reflects strong experience in both technical sales management and marketing.

Prior to ALS, Land Sprentall was Sales and Marketing Manager for the Independent Welding Cooperative (IWDC), where she reported directly to the president and CEO. She was responsible for interfacing with 136 member distributors to help promote products and generate sales. She was the director for the Member Distributor Marketing Committee, the Catalog Committee, and the Expense Control Committee, and served on the IWDC board of directors as a corporate representative.

Previous to this, Land Sprentall was National Sales Manager for Associated Equipment (Ace Industrial Products), where she managed 25 independent manufacture representatives and five customer service representatives. Sales increased 39 percent over her two-year tenure. She also had responsibility for manufacturing forecasting, pricing and product placement, and general marketing.

Her sales and marketing management skills were honed earlier in her career when she held positions with PSI Energy (Commercial Sales Representative), Baxter Scientific Products (Territory Sales Manager), Honeywell (Major Account Representative, Commercial Division) and AHM Graves Co. (Sales Associate).

Land Sprentall began her career with Delco Electronics in 1981 as a manufacturing engineer.

She is a member of the Laser Institute of America (LIA), Automation Alley, the Gases and Welding Supply Distribution Association (GAWDA), the Society of Manufacturing Engineers (SME), the Fabricators and Equipment Association (FMA), the Optical Society of America (OSA), National Defense Industry Association (NDIA), Women in Defense (WID), the Detroit Section of ewomen's Network, the National Association of Female Business Executives and the American Business Women's Association.

In addition to her professional affiliations, Land Sprentall is Secretary for the Tanglewood Sawgrass Condominium Home Owners Association and serves on Employer Council for The National Center for Optics and Photonics Education (OP-TEC).

Susan Land Sprentall earned a degree in Electrical Engineering Technology (EET) from Purdue University.