

Pillarhouse USA Appoints Lucas Ferrell as Regional Sales Manager to Support Expansion Across Southern and Atlantic Regions

Pillarhouse USA, a leading provider of selective soldering systems, is pleased to announce the appointment of Lucas Ferrell as Regional Sales Manager. This strategic addition supports the company's continued expansion across the South/Central and Atlantic regions of the United States.

In his new role, Ferrell will be responsible for supporting customers and regional representatives across Missouri, Kansas, Arkansas, Texas, Louisiana, Oklahoma, Mississippi, Alabama, Georgia, Florida, North Carolina, South Carolina, West Virginia, Virginia, Kentucky, Tennessee, Washington, D.C., and Maryland. His appointment strengthens Pillarhouse USA's ability to deliver localized technical expertise and customer support across a broad and growing territory.

Ferrell brings more than six years of experience in electronics manufacturing capital equipment, with a strong focus on selective soldering systems. He has supported both design engineering and applications functions, providing technical guidance for selective soldering sales initiatives and customer-specific process development.

Through this experience, Ferrell has developed deep technical expertise and a comprehensive understanding of the challenges electronics manufacturers face, particularly in complex and high-reliability assembly environments. He is also an active member of the SMTA Heartland Chapter, reflecting his ongoing involvement in the electronics manufacturing community.

"Lucas brings a strong combination of technical knowledge and application expertise that aligns well with our commitment to helping customers achieve consistent, high-quality soldering results," said a representative of Pillarhouse USA. "His ability to understand customer processes and provide practical solutions will be a valuable asset as we continue to expand our presence across the region."

Ferrell added, "I'm excited to join Pillarhouse USA and support our customers with proven selective soldering solutions. As processes become more complex, having the right application and sales support is critical, and I look forward to helping manufacturers improve quality, consistency and efficiency."

With this appointment, Pillarhouse USA continues to invest in its sales and support infrastructure to better serve electronics manufacturers with advanced selective soldering solutions and expertise.

For more information, visit www.pillarhouseusa.com