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Industry Veteran Allisa Olstad Joins Engineered Rigging

VALPARAISO, IND., April 22, 2025 — Heavy lifting industry veteran, Allisa Olstad has joined Engineered Rigging as director of finance and operations. With over 20 years of experience, most recently as director of sales operations for Enerpac, Olstad has a unique combination of analytical skills, financial insight and a strong customer-focused approach.



“We are thrilled with the addition of Allisa to our Engineered Rigging team. Her unique background and skills align with the needs of our growing business, and we are very fortunate to have her on board,” said Christopher Cox, P.E., president of Engineered Rigging.

In this new role, Olstad will leverage her background in accounting, channel management and sales operations to drive Engineered Rigging’s financial strategy, optimize operational workflows and support sustainable growth. Her day to day responsibilities will include executing the company’s financial strategy, leading financial reporting, aligning standard operating procedures across the organization and overseeing internal projects that promote revenue growth and process improvement.

“I’m honored to join Engineered Rigging and am excited to work alongside such a talented team. Collaboration is at the heart of how I lead, and I look forward to partnering across teams to shape our financial strategy, streamline operations, strengthen vendor relationships, and drive meaningful results that support our customers and contribute to Engineered Rigging’s continued success,” shared Olstad.

About Engineered Rigging

Engineered Rigging provides pioneering heavy lifting solutions around the globe. With decades of hands-on experience and unparalleled technical expertise, we don't just lift heavy objects, we conquer the world's most intricate lifting challenges and machinery moves for a variety of diverse industries. Engineered Rigging empowers our customers with comprehensive equipment rental, sales, and service; cutting-edge engineering services; bespoke custom solutions; and unwavering technical support. For more details, visit www.engineeredrigginggroup.com.

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