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Great American Group Hires Richard Senkpeil as Director of M&E Appraisal Operations

WOODLAND HILLS, CA, (September 14, 2009) – Great American Group, an auction, liquidation, and asset valuation firm, announced the appointment of Richard Senkpeil as Director of Appraisal Operations for its Machinery & Equipment Appraisal Division. Mr. Senkpeil will oversee and advance all facets of the M&E valuation process as Great American responds to rapid growth in this business segment. He will be based out of the firm's Chicago executive office.

"We are very excited to add a professional such as Rick to our staff," said Marc A. Swirsky, President of Great American's M&E valuation practice. "His extensive valuation background, managerial expertise, and comprehensive understanding of the needs of our client base will allow us to continue to grow and expand our foothold in the M&E appraisal marketplace. With Rick on the ground full time in Chicago, we are now even better equipped to serve the needs of our clients."

Before joining Great American Group, Mr. Senkpeil served as Vice President and Equipment Management Officer with Bank of America's Global Vendor Finance Division. Prior to Bank of America, he was an Asset Manager with GE Capital's Commercial and Industrial Finance Group. He has strong valuation experience in the medical, manufacturing, transportation, construction, marine, laboratory, and scientific verticals. Mr. Senkpeil brings proven management skills, leadership ability, strategic planning experience, organizational skills, and a strong finance background to Great American. He holds an MBA from DePaul University.

"I am extremely pleased to join a well known and respected organization like Great American Group. This opportunity will allow me to utilize my experience to enhance the capabilities of the M&E appraisal practice so that our clients are even better served and will continue to receive a product that exceeds the industry's standard," said Senkpeil.

Great American Group provides a full range of asset management, disposition and financial services through three divisions: Retail Liquidations, Auctions and Appraisal & Valuations, with offices in Atlanta, Boston, Chicago, London, Los Angeles, New York and San Francisco.

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