

Minnesota-Based Heartland America Adds Siegler as COO/CTO

Minnesota native joins the company at a time of digital transformation



Minneapolis, Minnesota Apr 4, 2022 ([Issuewire.com](https://www.issuewire.com)) - Heartland America, a Minnesota-based company, is proud to announce a new addition to its corporate team with the hiring of Mike Siegler as COO/CTO.

Siegler brings a wealth of experience to the growing team at [Heartland](#), with 20 years of leadership experience and diverse technical background.

Born and raised in Minnesota, Siegler joins the catalog and internet retailer based in Chaska, Minnesota. Prior to joining Heartland America, Siegler helped guide teams through ever-changing competitive environments such as consumer electronics, medical device technologies, network infrastructure, and the network security fields.

Siegler holds a B.A. in Mathematics, a B.S. in Electrical Engineering, and a Master of Science in Management of Technology. He also teaches Project Management in the Minnesota State educational system, currently at Minneapolis Community and Technical College (MCTC).

"I'm thrilled to join this outstanding team and help guide the digital transformation that is already underway. Heartland America has a history and culture of exceptional customer service and I know together we will accomplish great things," Siegler said.

Heartland America CEO Kendra Reichenau, who joined the retailer in 2021, said Siegler will be key to the company's future growth.

"Having someone as talented as Mike on our team is going to help us continue the stellar growth we've accomplished so far," Reichenau said. "We're thrilled to see the great impact he's already made."

About Heartland America

Heartland America is an online retailer of electronics, hardware, housewares, jewelry, computers, and gifts. The company opened its doors back in 1985 with a mission of providing quality goods at affordable prices. Since its founding, Heartland America has grown to become a world-class catalog and digital company providing high-quality products at value prices to customers across the country.

For more information on Heartland America, please visit www.HeartlandAmerica.com or on [Facebook](#), [Instagram](#), [YouTube](#), and [LinkedIn](#).

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Source : Heartland America

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