Waudena Entrance Systems logo

FOR IMMEDIATE RELEASE

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**Company Name:** Waudena® Entrance Systems

**Company Website:** [www.waudena.com](http://www.waudena.com)

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**Waudena Entrance Systems Welcomes Sayanti Basu as President**

SCHOFIELD, WISCONSIN (March 21, 2024) – Waudena Entrance Systems, a leading brand of Wausau Supply Co., renowned for its manufacturing and distribution of premium exterior door systems, proudly announces the appointment of Sayanti Basu as its new President.

As Waudena's President, Sayanti Basu, Ph.D., MBA, leads the advancement of the business unit's financial and operational performance while strategically navigating through a high-paced and evolving industry. With over 15 years of business management leadership experience, she has a proven track record of creating value for companies.

Ms. Basu brings a wealth of expertise gained as Senior Director at Honeywell and leadership positions at various Fortune 100 and Fortune 500 companies, including Jeld-Wen, Berry Global, and Celanese, where she spearheaded diverse initiatives spanning multiple functions, including R&D, engineering, operations, sales, marketing, and business development.

Ms. Basu holds a Ph.D. in Polymer Chemistry from the University of Wyoming and a Master of Business Administration degree from the University of South Carolina. She is known for her ability to develop winning teams and transform businesses from stagnant growth and declining margins to best-in-class through strategic development initiatives, innovation, and execution.

Her strong mantra of 3P: Performance through People and Process underscores her commitment to developing a performance-driven strategic culture through people empowerment and enablement, which is of utmost importance to her. Sayanti Basu stated, "A high-performance organization is the one where people are provided a space and environment for their creativity and productivity to reach the pinnacle."

In addition to her professional endeavors, Ms. Basu is deeply committed to giving back to society. She serves as VP of Operations at "Chemists without Borders," a non-profit organization dedicated to solving humanitarian issues through chemical applications.

Ms. Basu's numerous accolades include being the recipient of prestigious awards such as "Charlotte's 40 under 40," "Women in Business," "Walker Legacy," and the "President's Award," recognizing her as a female leader with significant impact on society. Additionally, she holds more than 15 patents in the field of chemistry.

"Sayanti Basu's appointment as President of Waudena Entrance Systems marks an exciting new chapter for our company," said Charlie Herwig, CEO of Wausau Supply Co. "Her impressive track record and visionary leadership will undoubtedly drive our business forward and solidify our position as a leader in the industry."

Ms. Basu's vision is to propel Waudena to the industry's forefront as the best-in-class partner of choice for entry solutions. Through strategic initiatives and innovative approaches, we aspire to establish Waudena as an unparalleled leader, setting new standards of excellence in the industry.

**About Waudena**

*Waudena Entrance Systems is an industry-leading, American-made manufacturer of premium steel and fiberglass entrance systems. For over 30 years, Waudena has been building exterior doors in Schofield, Wisconsin, focusing on quality, performance, security, and selection.*

*Waudena offers a single-source solution for pre-hung, factory-finished exterior door systems built with the installer in mind. Additionally, Waudena offers products for new construction and remodel applications, including garage door frames, sliding patio doors, vinyl windows, and more. For more information about Waudena, visit*[*waudena.com*](https://www.waudena.com/)*.*

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*Note: Press Release supporting images are shown below.*

Image 1 of 2

A person with red hair standing in front of a building

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Sayanti Basu, President of Waudena

Image 2 of 2

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