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Moffat USA Names Carine Wright General Manager

Foodservice equipment veteran brings more than 20 years of global industry experience to lead Moffat USA

WINSTON-SALEM, N.C. (November 23, 2026) — Moffat USA, a Welbilt company, today announced the appointment of Carine Wright as General Manager, effective November 16, 2026. Wright brings more than 20 years of experience in the global foodservice equipment industry.

In her new role, Wright is responsible for the operation and success of the Moffat USA business. She leads the company's Sales, Technical, Customer Service, Logistics and Administration teams.

Throughout her career, Wright has focused on growing profitable revenue, expanding into new markets, and building strong customer and representative partnerships and high-performing teams.

Wright joins Moffat from ITW, where she most recently served as Senior Manager, Combi Strategy & Sales Enablement. In that role she led commercial growth strategy, sales enablement, training and go-to-market execution for Vulcan and its combi portfolio across North America. She joined ITW in 2023 as Senior Business Development Manager for the Vulcan product line.

Before ITW, Wright spent 10 years as International Sales Director at Alto-Shaam, leading sales across the Caribbean, Central America and South America. Earlier, she was a Regional Sales Manager at Fagor Professional Foodservice and at Greenfield World Trade.

Wright holds a master’s degree in international business administration and is a Certified Foodservice Professional (CFSP). She is fluent in English, Portuguese and Spanish.

“I am pleased to welcome Carine to the Moffat Group,” said Stuart D. Murray, Moffat Group Managing Director. “She is as focused on building relationships as she is on delivering results.”

About Moffat
Moffat specializes in the design, manufacture, distribution and after-sales support of commercial convection ovens, proofers and holding cabinets.

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Moffat is headquartered in Melbourne, Australia, with subsidiary sales and service offices in New Zealand, the United States and the United Kingdom, and distribution partners worldwide.

Moffat USA headquarters in North Carolina is part of Welbilt, with national coverage for local representation, distribution, sales and service support.

For more information, call toll-free 800-551-8795 or visit www.moffat.com.

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