



Media Contact Pete Baka
Telephone (440) 823-5029
Email pete@360mktgllc.com

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KRAFT FLUID SYSTEMS CELEBRATES LONG-TIME CEO RETIREMENT

Diane Baker announces her retirement after a strong track record of growth and corporate development as CEO.

Cleveland, OH – As Kraft Fluid Systems Inc. enters its 50th year in business in 2022, it will do so with a path that was paved with successes and led by Diane Baker, CEO of the company since 2007. In an industry historically dominated by men, Baker’s accomplishments set the bar high for aspiring women in the fluid power business.

Ms. Baker announces her retirement from the company as 2021 ends and lays the groundwork for continued growth for the newly installed management team. She will remain on as Chair of the Board of Directors.

The mobile systems integration experts have been on a continual grow path since its beginning in 1972 by founder Robert E. Kraft. Mr. Kraft founded the company with his wife Marie with the intent on helping Off-Highway OEMs with hydraulic system solutions. As the company grew, he added several key employees over the years. One such hire in 1983 was Diane Baker, who eventually went on to become CEO of the company. Ms. Baker has held several management positions over her 38-year career and has been a leader through strategic hiring, acquisition, and the implementation of the company’s employee stock ownership plan (ESOP) in 1998.

“It has been an honor to work beside some of the best and most talented people in our industry during my time at Kraft,” says Diane Baker. “Our equipment manufacturers have seen significant changes in the fluid power industry through new and emerging technologies, as well as stronger regulations and more currently, the adoption of electric drive technologies. Our experienced team readily embraces the latest innovations to work with our long-time customers to keep them competitive in changing markets. Kraft is positioned nicely for continued growth and business opportunities for the future.”

Scott Durand, current President of Kraft Fluid Systems, has assumed the role of CEO of the company. Patrick Green, formerly Sales Manager, has taken on the role of Vice President of Sales & Marketing.

“We are grateful for the 38 years of service that Diane has given our 100% employee-owned company. She has led Kraft to the forefront of the industry through a keen focus of mobile systems integration. Today Kraft is positioned to deliver fully integrated systems using mobile hydraulic, electronic, and electrification components from the most innovative manufacturers in the industry,” says Scott Durand.

The employee-owners at Kraft Fluid Systems thank Diane Baker for her commitment, leadership, and support over the years and wish her well in her retirement. The company’s 50th anniversary date is in June and they will be celebrating this significant milestone with employees, customers, and suppliers this summer.

About Kraft Fluid Systems, Inc.

Kraft Fluid Systems is the leading distributor of mobile hydraulic equipment and electric drive solutions in the Midwest US. The company sells, services and inventories products from world-class manufacturers. With 50 years of experience, Kraft is the preferred distributor when seeking hydraulic components, power transmission equipment, electric drive technologies, and electronic controls for mobile OEM integrated solutions.

Kraft Fluid Systems is known as the mobile system integration experts. The employee-owners at Kraft have the technical expertise and knowledge to provide the best custom solutions based on decades of hands-on experience and training like no other in the industry. We have the expertise, integrity, passion, and a relentless focus on providing increased value and helping our customers sell more equipment.

For more information, visit www.kraftfluid.com



Photo: Diane Baker

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