

## **JAMES J. NOVINSKY**

**CEO, Snap-tite Hose**

James Novinsky is an innovative leader and the driving force behind Snap-tite Hose, a leading manufacturer of high-performance lay-flat hose solutions. With more than 25 years of experience in the industrial manufacturing sector, James has a proven track record of transforming organizations through strategic vision and operational excellence.



Prior to taking the helm, James was Vice President North America for United Gilsonite Laboratories (UGL®) and served as CEO of BSH Home Appliances Group in Casablanca, Morocco.

Under his leadership, Snap-tite Hose has expanded its product offerings and market reach, becoming a trusted partner for industries ranging from firefighting to agriculture. James emphasizes a culture of collaboration and reskilling, fostering a team-oriented environment that prioritizes customer satisfaction and quality.

James' commitment to continuous improvement and innovation has positioned Snap-tite Hose at the forefront of technology and service in the hose manufacturing industry.

Outside of work, James is passionate about mentoring the next generation of engineers and leaders, and he actively supports community initiatives focused on education, nourishment programs for the elderly and environmental stewardship. Additionally, James enjoys cooking, golfing, and spending time with his two sons.