

Ace Hardware Names Dale Fennel President of Ace International

Ace Hardware Corporation, the world's largest hardware cooperative, has appointed Dale Fennel as President of Ace International (AIH), effective Dec. 1. Fennel will report to John Surane, Ace Hardware's Executive Vice President and Chief Growth Officer.

Previously serving as Corporate Vice President of Merchandising Operations, Fennel will oversee the development and execution of international strategies to help existing Ace International retailers reach their full potential, expand into new and emerging markets, and provide ongoing retail support aimed at increasing sales and market share.

"Ace International is a critical component of our long-term growth strategy, and we are excited to have Dale Fennel at the helm," said John Surane, Executive Vice President and Chief Growth Officer for Ace Hardware. "Dale is considered one of the foremost experts of the highly successful Ace store model. He is a driven leader that will leverage the skill and scale of Ace Hardware Corporation to its fullest extent, supporting the profitable growth of our retailers and customers around the world."

Fennel, a 25-year veteran of Ace Hardware, has significantly contributed to the company's success in areas including buying, category management, retail pricing, retail analytics, Ace Rewards, store systems, retail operations, innovation and business development.

He holds a bachelor's degree in marketing from the University of Wisconsin-Whitewater and a master's degree from Keller Graduate School of Management at DeVry University. Fennel is also a certified Lean Six Sigma Green Belt.

"I am passionate about supporting and building the Ace brand globally while helping entrepreneurs grow their businesses and serve their communities," Fennel said. "I look forward to driving Ace International's success in the years ahead."

About Ace Hardware

Ace Hardware is the largest retailer-owned hardware cooperative in the world with over 5,900 locally owned and operated hardware stores in approximately 60 countries. Headquartered in Oak Brook, Ill., Ace and its subsidiaries operate an expansive network of distribution centers in the U.S. and have distribution capabilities in Ningbo, China; and Cuautitlán Izcalli, Mexico. Since 1924, Ace has been a part of local communities around the world and known as the place with the helpful hardware folks. For more information, visit [acehardware.com](https://www.acehardware.com) or newsroom.acehardware.com.

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