

Bosch Power Tools Names John Paul Marcantonio as New President & CEO, North America

Marcantonio to Lead the Power Tools Division into a New Era of Transformative Business Growth and Product Innovation

MT. PROSPECT, Ill. (November 17, 2025) – The [Robert Bosch Tool Corporation](#) today announced the appointment of John Paul Marcantonio as President & CEO, Bosch Power Tools North America, effective September 8th. In this role, Marcantonio will lead Bosch's portfolio of businesses across the region, including Bosch Power Tools and Accessories, Measuring Tools, Dremel Rotary Tools, and RotoZip Brands. Marcantonio succeeds Robert Hesse, who has become Regional President, Southeast Asia.

Marcantonio brings more than two decades of experience in power tools, hardware and consumer products including executive roles at Newell Brands, and mostly recently at GALE Pacific Limited, where he served as the CEO & Managing Director. Recognized for driving organizational transformation and building global brands, he has led cross-functional teams across multiple regions, guiding companies through strategic growth, product innovation, and operational improvement initiatives.

"I'm honored to join the dynamic Bosch team and return to my roots in the tool industry," said Marcantonio. "Bosch's commitment to innovation and quality has long set the standard for professionals and tradespeople. I look forward to collaborating with the team to help shape the next chapter of growth and innovation on the jobsite for our pro users and customers alike across North America."

Marcantonio's appointment comes as Bosch Power Tools continues its strong commitment within the North American market which includes launching new innovations for diverse toolboxes, plus investing in marketing as evident from the brand's integrated 'Like a Bosch' campaign, which included a TV commercial that aired during the Big Game.

Bosch Power Tools continues to strengthen its leadership in cordless innovation with its expanded 18V platform for professionals. Marcantonio's experience leading diverse global organizations positions him to help guide Bosch's next phase of growth, deepen customer partnerships, and advance the Power Tools mission of creating tools that make working on the jobsite easier.

For more information, visit [boschtools.com](#) and [dremel.com](#).

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About Bosch

Having established a presence in North America in 1906, today the Bosch Group employs 42,000 associates in more than 100 locations in the North American region (as of Dec. 31, 2023). Bosch generated consolidated sales of \$16.5 billion in the U.S., Mexico and Canada in 2023. For more information visit [www.bosch.us](#), [www.bosch.mx](#) and [www.bosch.ca](#).

The Bosch Group is a leading global supplier of technology and services. It employs roughly 429,000 associates worldwide (as of December 31, 2023). The company generated sales of \$99 billion in 2023. Its operations are divided into four business sectors: Mobility, Industrial Technology, Consumer Goods, and Energy and Building Technology. With its business activities, the company aims to use technology to help shape universal trends such as automation, electrification, digitalization, connectivity,

and an orientation to sustainability. In this context, Bosch's broad diversification across regions and industries strengthens its innovativeness and robustness. Bosch uses its proven expertise in sensor technology, software, and services to offer customers cross-domain solutions from a single source. It also applies its expertise in connectivity and artificial intelligence in order to develop and manufacture user-friendly, sustainable products. With technology that is "Invented for life," Bosch wants to help improve quality of life and conserve natural resources. The Bosch Group comprises Robert Bosch GmbH and its roughly 470 subsidiary and regional companies in over 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. Bosch's innovative strength is key to the company's further development. At 136 locations across the globe, Bosch employs some 90,000 associates in research and development, of which nearly 48,000 are software engineers.

Exchange rate: 1 EUR = 1.0818

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