

# PureForge® Brakes Adds Strategic Industry Brake Professionals to its Board

PONTIAC, MI, UNITED STATES, January 7, 2025 /EINPresswire.com/ -- [PureForge](https://www.einpresswire.com/2025/01/07/pureforge-brakes-recently-appointed-three-new-board-members-with-high-level-brake-industry-expertise-and-management-experience-all-are-retired-executives-they-are/) Brakes recently appointed three new board members with high-level brake industry expertise and management experience. All are retired executives. They are:

- CLIVE J. SPACKMAN, former Director, Global Commodity Purchasing – Cast and Machined Components TRW/ZF.
- DANIEL SANDBERG, former Brembo North America, Inc. President and CEO.
- JOHN WIESBROCK: former Executive Vice President of Waupaca Foundry.

Each executive brings a wealth of knowledge, connectivity, and guidance to the working board to support PureForge Brakes' key growth objectives in 2025/26. In their Board roles, all will advise on scalability, sales performance, brand image, and financial growth efforts.

“We are very fortunate to have this seasoned group of executives join our board, and they’re working to be in the driver’s seat with the right product to disrupt the brake market environment. From longevity to a cleaner product for the world, these three individuals, along with our existing board, will bring PureForge forward as a disruptive change agent to the market entirely that much sooner,” says PureForge CEO Gordon Heidacker.



John Wiesbrock new Board member



Daniel Sandberg new Board member

## About PureForge® Brakes

PureForge® Brakes is an Automotive Brake Technology Company. The AtomicForged® Brake treatment is a proprietary technology that improves rotor and pad longevity, reduces high brake maintenance costs, and reduces environmental dust associated with traditional brake wear. For more information about PureForge or to order products, go to our website, [www.pureforge.com](http://www.pureforge.com) or please contact:

Dave Sherman  
PureForge  
+1 248-481-7096  
[email us here](#)



Clive Spackman new Board member

---

This press release can be viewed online at: <https://www.einpresswire.com/article/774848295>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.