

## ***Grunseth Has Close Relationship with Industry***

By Kaylie Lathe



**Dean Grunseth**

“Over the past twenty years, I have maintained a very hands-on and close relationship with the customers, engineers, contractors and owners,” Dean Grunseth said. “That’s the only way to really know what’s going on in the market.”

Grunseth is currently the general manager at Mammoth Water Source Heat Pumps and has spent his career working to improve the heat pump market through sales, marketing and development of new products. Those close relationships that allow him to know the market are part of what has made Grunseth successful.

Grunseth graduated from the University of North Dakota in 1987 with a bachelor’s degree in industrial engineering with an emphasis on mechanical engineering. He worked with an architect and engineering firm in Minneapolis, Minn., as a mechanical engineer after graduation.

In 1989, Grunseth started the job that would eventually lead to his career in geothermal.

Grunseth joined Snyder General as a water-source heat pump application engineer, but was unfamiliar with the heat pump technology.

“I had no idea what a heat pump was,” Grunseth said. “I spent the next five years learning all about the equipment and very little about geothermal.”

While his time as an application engineer was beneficial to his knowledge of heat pumps, Grunseth knew little about their application in geothermal. He had become interested in the use of heat pumps in the geothermal industry and wanted to learn more.

Grunseth found what he was looking for at WaterFurnace International as the commercial business manager. WaterFurnace had a strong residential market and Grunseth aimed to build an equally strong commercial market for its heat pumps. During his four years with WaterFurnace, he not only built the commercial department, but also increased sales 20 fold.

“I was, along with a great group of people, able to train the market in commercial geothermal applications, develop products specifically for the commercial market and the sales tools needed with them, and team up with designers on some of the largest

geothermal heat pump projects in the world at the time,” Grunseth said.

In 1999, McQuay International, formerly known as Snyder General, was becoming interested in the use of its heat pumps for geothermal. Grunseth rejoined the company where his journey with heat pumps began as senior marketing manager. He teamed up with designers in developing the first commercial water-source heat pump line that uses non-CFC, R410 refrigerant. Grunseth was pleased with the market reaction to the new refrigerant.

“Our biggest hurdle was introducing a new refrigerant, but with a new product designed around market needs and with the price, it didn’t take long to increase sales and market share,” Grunseth said.

Grunseth’s next step was to become the regional sales manager for Florida Heat Pump in 2007. Upon returning to the sales side of the industry, he again worked to transition a primarily residential company more into the commercial market.

After a short two years with Florida Heat Pump, Grunseth seized the opportunity to work with Bosch as the vice president of commercial sales. This included the sales of not only heat pumps, but also solar units, boilers and tankless water heating units. Grunseth developed new methods to meet the

current market needs including new product development, a new pricing strategy and increased market share.

Grunseth acquired his current position as general manager of Mammoth, one of seven commercial manufacturers that make up CES Group, in 2012. Mammoth has been providing the heat pump market with high-end products for more than 50 years. Grunseth is working to grow the heat pump market by making new roads with both current and new product offerings and trends that have not previously been used in the heat pump market.

Grunseth has held many titles in his 20-year career and has furthered the geothermal industry by building the heat pump market with several companies. From product development,

to training, to sales management, Grunseth has worked with many areas of the heat pump market to grow the industry. He prides himself most on the work he has done with the commercial market and the teams he has been able to work with.

"I would say my biggest accomplishment for the geothermal industry has been assembling the best commercial heat pump teams in the market," Grunseth said. "I have had the pleasure of working with the best design teams, system experts and technical sales managers in the industry."

In addition to holding positions with some of the top heat pump manufacturers in the industry, Grunseth has also been involved with IGSHPA, both directly and through manufacturers, since 1994 and was

recently elected to the IGSHPA Advisory Council.

When asked what he sees in the future for geothermal, Grunseth sees IGSHPA as having a major role in the growth of the industry.

"I think IGSHPA will play a very large part in where the future of the industry goes," Grunseth said.

Throughout his career, Grunseth and his close customer relationships have not only met the needs of the geothermal market, but exceeded them through innovation and staying receptive to, as he puts it, the "voice of the customer."

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