



Timberline Roofing & Contracting Announces Appointment of Chris Sirotiak as Sales Manager

July 17, 2026

WHITE BEAR LAKE, MN - July 17, 2026 -

Timberline Roofing & Contracting has announced the appointment of Chris Sirotiak as its new Sales Manager. In this role, Sirotiak will lead efforts to build and develop a sales team of four to six representatives while implementing a structured growth program focused on industry-specific training, insurance and retail processes, and extensive in-field training.

Founded in 1998, Timberline Roofing & Contracting is a locally owned and operated business specializing in storm damage restoration, roof replacement, repairs, siding, windows, gutters, and decking for residential and multi-family properties across the Twin Cities and surrounding areas. The company holds GAF Master Elite certification, a designation reserved for the top 3% of roofing contractors that demonstrates a commitment to ongoing training, quality installation standards, and superior customer service.

Sirotiak brings significant experience in sales leadership and team development within the home improvement industry. His approach emphasizes comprehensive training that equips team members with the knowledge and practical skills needed to effectively assist homeowners facing storm damage and other exterior challenges in Minnesota's climate. This includes detailed education on insurance claims processes

and retail best practices, followed by continuous hands-on field training to ensure consistent, professional service delivery.

The addition of Sirotiak and the planned expansion of the sales team support the company's ability to meet growing demand for professional roofing and exterior services. With Minnesota's frequent severe weather events, timely and informed customer support remains essential for helping property owners navigate assessments, insurance coordination, and restoration projects efficiently.

"We are excited to welcome Chris to our team," said Gordon Kaufmann, President of Timberline Roofing. "Chris brings valuable expertise and leadership that will help us continue expanding our market presence and delivering exceptional value to our customers."

Chris Sirotiak, Sales Manager at Timberline Roofing & Contracting, added, "I'm thrilled to join Timberline Roofing and Contracting at such an exciting time."

He continued, "I look forward to working with the team to build on the company's success and drive future growth."

The company's on-site project management model ensures that sales consultations translate into seamless project execution. This includes thorough roof inspections, detailed documentation for insurance claims, coordination with adjusters, and the use of premium materials backed by strong warranties. Complementary services such as siding installation, energy-efficient window replacements, gutter systems, and custom decking further enhance overall property protection and value.

With more than 25 years in operation, Timberline Roofing & Contracting has built a reputation for quality craftsmanship and community involvement. The company contributes a portion of its profits to Habitat for Humanity, supporting efforts to build and repair homes for families in need. This commitment reflects its dedication to strengthening local communities while delivering reliable exterior solutions.

As demand for expert storm-damage restoration and preventive roofing services continues to grow in the region, the strengthened sales leadership will help ensure that homeowners receive prompt, knowledgeable assistance tailored to Minnesota's unique weather challenges. The company remains focused on combining technical expertise with a customer-centered approach across all services.

Timberline Roofing & Contracting is a locally owned and operated company founded in 1998, specializing in storm damage restoration and premium roofing solutions for residential and multi-family

properties in the Twin Cities area and surrounding regions. As a GAF Master Elite-certified contractor, the company adheres to high standards of craftsmanship and service, ensuring quality and reliability for its clients. Additionally, Timberline contributes a portion of its profits to Habitat for Humanity, supporting the community and aiding in providing housing for those in need.

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For more information about Timberline Roofing, contact the company here: Timberline Roofing Gordy Kaufmann 612-284-5329 info@gotimberlineroofing.com 4463 White Bear Pkwy Ste 103, White Bear Lake, MN 55110

Timberline Roofing

At Timberline Roofing & Contracting, we specialize in storm damage restoration and premium roofing solutions for residential and multi-family properties.

Website: <https://timberlineroofingmn.com/>

Email: info@gotimberlineroofing.com

Phone: 612-284-5329

