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## RSC HOLDINGS NAMES MARK W. KRIVORUCHKA SENIOR VP, HUMAN RESOURCES



RSC Holdings, one of the country's largest equipment rental providers, has appointed Mark W. Krivoruchka as Senior Vice President, Human Resources. Krivoruchka will replace Bob Fox who is resigning as of March 8. Krivoruchka was most recently head of [global human resources for Cooper Tire & Rubber](#). He has held similar positions for GE, Maytag, Whirlpool, Pillsbury and others. RSC Holdings is the holding company for the operating entity [RSC Equipment Rental, Inc.](#), which is a premier provider of rental equipment in North America, servicing the industrial, maintenance and non-residential construction markets. RSC has 4,150 employees in 40 states and 3 Canadian provinces.

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