



The Power Professionals

Bio - John Larson

A native Texan, John Larson earned a Bachelor of Business Administration from the University of North Texas. Served five years as finance representative with International Harvester Co. and twenty-four years with the Caterpillar dealership first as Treanor in sales, sales management and became vice-president in 1988. Accountable in each, John served as General Manager of Power Systems and administrator of

Rental Services and West Texas Cat administration. Uniquely qualified John has served in many capacities with the takeover of Treanor Equipment Co., acquisition of West Texas Equipment Co., Caterpillar Power Systems distributor, Darr Equipment acquisition, to formation Of Warren Cat presently. Larson served multiple Warren family members in the process while participating in growth from 38 million to 400 million plus presently. The engine division continually earned multiple Caterpillar awards based upon multiple of factors including customer satisfaction, application, and factory adherence. John served on multiple committees with Caterpillar in his tenure and recently resigned as Chairman of the Petroleum

Dealer Advisory Council to CAT's Worldwide Petroleum Business. Larson has always had the passion for the engine business and carries the knowledge and pride as a result of his experiences. John has all operational and administrative responsibilities and operates as chairman.

Resident of Midland, Texas with wife Lindy where they serve as church and community leader which recently included the board of United Way of Midland and Midland Chamber of Commerce. He presently serves as President of Oaklawn Homeowners Assn., Chairman of Board of NAPS, LLC, and is a member of Southwest Bank advisory board.

Our goal at LarMar is to make a difference in all we do and hopefully build long-standing relationships that benefit all parties.

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