

Heartland America Among 'Top Workplaces' for 3rd Consecutive Year

The catalog and online retailer is honored to again be named among the 'Top Workplaces' for 2023 by the Star Tribune newspaper and survey firm Energage.



Minneapolis, Minnesota Jun 19, 2023 (Issuewire.com) - For the third year in a row, Minnesota-based retailer Heartland America has been recognized as one of the best workplaces in the state, now ranked one of the Top 200 Workplaces for 2023 by the [Star Tribune](#) newspaper. [Top Workplaces](#) recognizes Minnesota-based businesses on employee opinions around company engagement, employee satisfaction and overall organizational health.

Heartland America's mission of providing quality goods at affordable prices has remained the same since its start in 1985. Now a world-class catalog and online retailer, Heartland America is proud of the wide selection and stellar service that has made the company famous.

Despite the challenging economic outlook that continues to impact retailers large and small, the company has maintained its commitment to high quality and exceptional customer experiences throughout both the COVID-19 pandemic and the challenges of rising national inflation, said Chief Executive Officer Kendra Reichenau.

“We've been able to uphold those commitments to both our customers around the country through tough

recent years and also maintain the commitment to our people. With hybrid work flexibility and by continuing to invest in personal and professional development, we've tried our best to make Heartland a place that's not only an enjoyable, positive environment but also one where our employees can really thrive," Reichenau said.

"We know the importance of keeping a healthy balance between work and every other part of our lives. So that's why we're emphasizing getting feedback from everyone here, fostering a really creative and welcoming office environment and providing the flexibility that many employees have now come to expect," Chief Technology Officer Mike Siegler said.

The Minnesota-based business operates out of its headquarters on the border of Chaska and Chanhassen, with corporate offices and more than 70,000 square feet of warehouse space. More than 100 employees make up the Heartland team, including several who have remained since the early days of the company and now have more than 30 years of service.

"Many of our employees have been here for years or even decades, so we believe in investing in personal growth for each of them just like they have in us, giving them the tools they need to excel at their jobs, with education and great leadership," Reichenau said.

Heartland's free, mail-order catalogs arrive each month in mailboxes all over the country and its state-of-the-art website was named by Newsweek as one of the [Best Online Shops](#) in 2023. The company's mission is simple yet crucial: "to delight our customers and club members through product, price and service."

About Heartland America

[Heartland America](#) is an online retailer of electronics, hardware, housewares, jewelry, computers and gifts. The company opened its doors back in 1985 with a mission of providing quality goods at affordable prices. Since its founding, Heartland America has grown to become a world-class catalog and digital company providing high-quality products at value prices to customers across the country.



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