

Rowley Company Subsidiary, Home Décor International, Grows in Sales and Marketing Talent



Two new hires responsible for revenue growth through Account Management and Marketing initiatives.

Gastonia, NC – May 15, 2013 – Rowley Company recently announced two new additions to the Home Décor International (HDI) team, Sarah Payne and Kristen Phillips.

Sarah has joined the team taking on a leadership role as Director of Sales and Marketing. She will be responsible for growing HDI revenue through sales and product marketing, providing key industry insights and developing strategic plans and forecasts. Kristen comes on board as National Account Manager and will manage key accounts, nurturing relationships with clients and generating sales based on a solid understanding of the needs of our customer base.

“With the launch of HDI earlier this year, now is the time to invest in this part of our business,” said CEO William J. Taylor. “There is no better investment than talented individuals who have a passion for the industry and without doubt, will make significant breakthroughs in the market.”

Prior to joining HDI, Sarah led various marketing and sales management functions for top global brands and retailers including Samsung, Reebok, Microban International and Lowe’s Home Improvement. Sarah holds two Bachelor of Science degrees, one in Business Administration and one in Sports Management, both from Springfield College in Massachusetts. Kristen previously worked in account management and sales for Salvin Dental Specialties, Santarus Inc., Braintree Laboratories and Microban Products Company. Kristen received a Bachelor of Science in Marketing & Marketing Management from Virginia Tech.

About Home Décor International

Home Décor International is a decorative drapery hardware manufacturer and distributor offering design-oriented sets and component-based solutions, providing our retail clients a wide range of products, styles and price points designed to complement their customers home décor needs.

About Rowley

Rowley Company is a leading manufacturer and international distributor of home décor products that incorporate value-added services and solutions designed for our professional trade and retail partners. Since 1962, Rowley has been helping support drapery and upholstery workrooms, installers and designers by providing the tools and supplies that they need to successfully grow their businesses. Our vast portfolio offers over 15,000 products available for same day delivery and are used worldwide in window covering design, fabrication and installation, quilting and upholstery.

To learn more, visit www.RowleyCompany.com.

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