

Rowley Company Hires Brand Manager with Over 11 Years Marketing Experience

Gastonia, NC – December 1, 2012 – Rowley Company welcomes Margaret Addison to the team as Brand Manager. Margaret will be responsible for conceiving and executing marketing strategies and tactics that drive customer base growth and brand awareness within the marketplace.



“We are pleased that Margaret has joined our team to help strategically position and promote Rowley as a trusted brand steward in home decor,” said William J. Taylor, CEO. “Margaret’s extensive background and marketing expertise will be instrumental to Rowley continuing to improve the effectiveness of our messaging and branding.”

Margaret comes to Rowley with over 11 years of marketing experience in market research, brand management, lead generation and digital marketing from diverse industries including packaging solutions and software technologies. Prior to joining Rowley, Margaret held a 7 year position as Marketing Manager for ACS Technologies where she was responsible for driving sales force effectiveness, product awareness and strategies for lead generation as the company and industry evolved to software-as-a-service. Earlier in her career, Margaret held the position of Market Research Analyst, for Sonoco, a global manufacturer of packaging solutions. Margaret graduated Magna Cum Laude from Coker College, where she double majored with Bachelor of Science degrees in Business Administration and Psychology.

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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