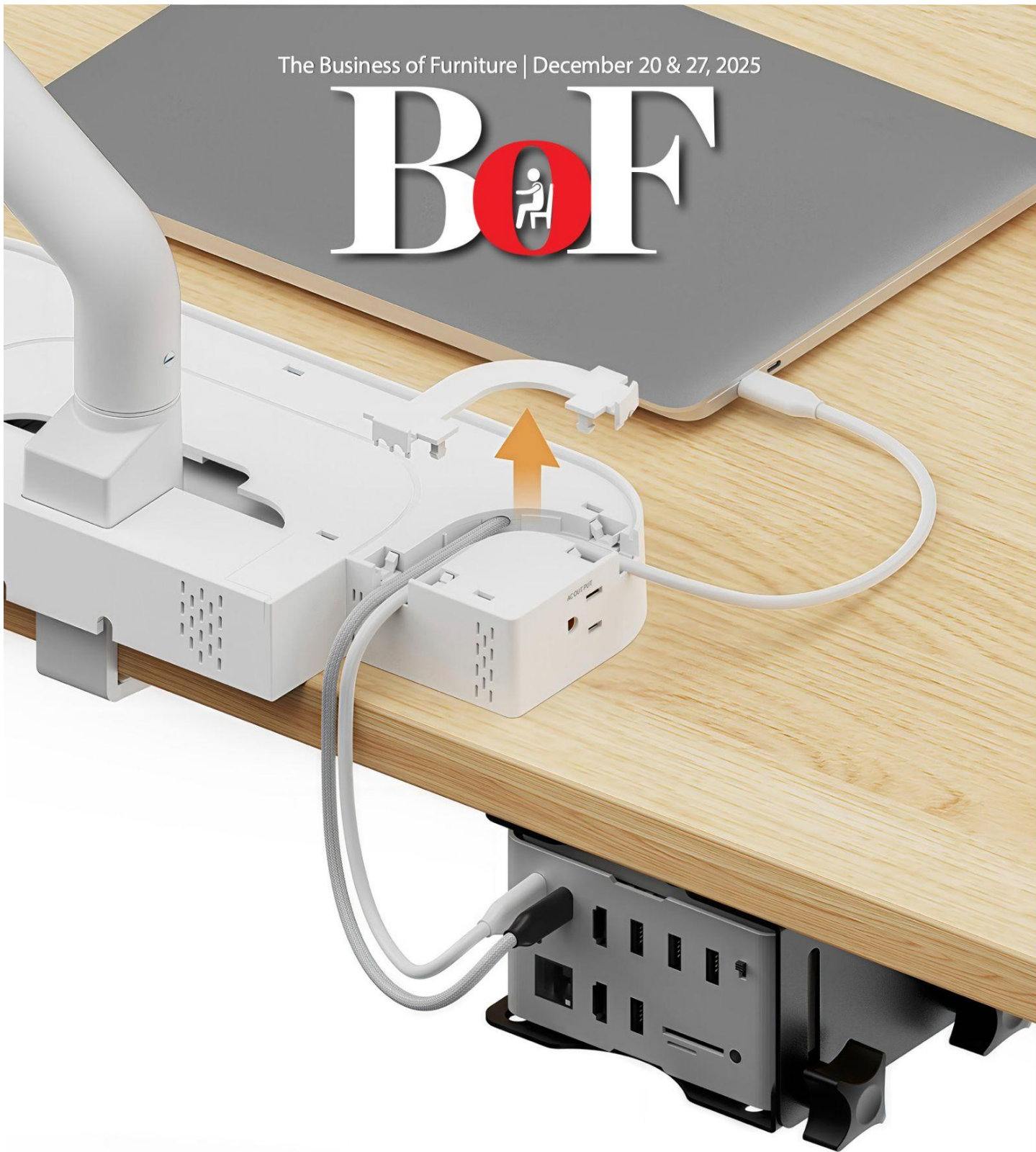


The Business of Furniture | December 20 & 27, 2025

# BOF



**ClearSpace Design** Launches **SmartHub**  
to Solve the Workplace Cable Challenge

print and digital marketing materials, aligning them with Artcobell's current creative strategies.

"Artcobell brings out a new sense of excitement in me that I'm eager to channel into my work. I've always wanted to be a part of something that makes a difference for students, and I'm beyond grateful I get to do it at Artcobell," she said.

She joins Artcobell with over three years of marketing experience in the textile industry, where she contributed to trade show coordination, content development, social media management, and website support. With her design knowledge and communications experience, she is ready to add fresh insights to the education furniture industry.

"Maiya's addition to our communications team strengthens our ability to bring ideas to life and share the story of our furniture in meaningful ways – especially through the eyes of the kids," said Patricia Cadigan, Chief Development Officer.

#### CAREERS

## Allseating Appoints Lisa Hogan as Regional Sales Director

### *Sales Leadership to Strengthen Across the Midwest and Capital Region Markets*

➔ Allseating welcomes Lisa Hogan as its new Regional Sales Director. Continuing to build Allseating's momentum across the U.S., Hogan will focus on strengthening dealer partnerships, deepening customer relationships, and identifying strategic growth opportunities across the Midwest and Capital Region, including ND, SD, NE, KS, MN, IA, MO, WI, IL, MI, OH, as well as DC, VA, and MD.

"Lisa leads with a true commitment to understanding people," said Cindy Lawton-Moreby, Vice President of Sales at Allseating. "That mindset, paired with her



penchant for mentorship and her passion for building authentic relationships to drive growth, will play a key role in bringing Allseating's versatile portfolio to more clients across key regions."

A results-driven leader with more than 25 years of sales and marketing experience across the contract furniture, hospitality, senior living, and commercial industry sectors, Hogan brings a collaborative leadership style that aligns with Allseating's culture and vision for continued growth. Known for her strategic mindset and customer-first approach, Hogan has a proven track record of accelerating revenue growth and supporting long-term business success.

"From the moment I met the team, I was struck by the people, the culture, and the pride behind Allseating's products," said Hogan. "I hope to carry that spirit of collaboration and care into my new role, leading with curiosity, purpose, and a commitment to supporting our team, partners, and clients."

Hogan's career highlights include strategic collaboration and sales growth with North America's largest senior living dealer and driving partnerships with leading restaurant chains and organizations across the U.S. and Canada. Prior to joining Allseating, she served as Senior Sales Director, Canada at Fortessa Tableware Solutions and as National Accounts Director at MITY Inc.

#### CAREERS

## NEWH, Inc. Announces Deidre Schwartz as 2026 President

➔ NEWH, Inc. (Network of Executive Women in Hospitality), the leading association supporting scholarships and the advancement of education, mentorship, and networking across the hospitality industry, announces that Deidre Schwartz will step into the role of International President effective January 1, 2026, serving the 2026–2027 term. She succeeds Sandy Banks, NEWH, Inc. President from 2024–2025.

