



ALLSEATING ANNOUNCES HOPE MYLES AS REGIONAL SALES DIRECTOR, COMPLETING THE NEW EXECUTIVE TEAM

Stephanie Smith has been announced as Marketing Director while Hope Myles, Lynette Taylor, Frank Verhagen, and Chuck Bowering round out the Sales Director Team.

Allseating is pleased to announce the promotion of three long-time staff members — Hope Myles, Stephanie Smith, and Lynette Taylor — as well as the hire of Frank Verhagen.



HOPE MYLES

Effective June 1, 2021 Hope Myles has been promoted to Regional Sales Director. Hope joined the Allseating team in 2011 as a Georgia territory Sales Representative, bringing with her a wealth of knowledge from previous contract furniture sales roles. Prior to her career at Allseating, Hope immersed herself in roles dedicated to providing exceptional service to her customers. Over the past 20 years as a furniture specialist,

she has built key relationships in the commercial, government, healthcare, architectural, and design communities. Hope is passionate about working directly with dealer sales representatives, designers, and end-users to come up with product-based solutions that ultimately ensure project success and client satisfaction.

STEPHANIE SMITH

Following nearly six years with the company, Stephanie Smith has been promoted from Product Manager to Marketing Director. Stephanie has spent her time at Allseating working closely with the marketing and sales team on product launches, while also working alongside the executive team on pricing strategy, design, and product development. Prior to joining Allseating in 2015, Stephanie worked within the fashion industry with Canadian distribution and licensing companies, representing global brands such as Tommy Hilfiger, Victorinox Swiss Army, Façonnable, and Fila as a Director of Marketing and Business Development. This high-level experience in marketing, advertising, communications, and showroom planning will be an integral part of her new role as Marketing Director.



LYNETTE TAYLOR

Last year, Allseating promoted Lynette Taylor from Territory Manager to Regional Sales Director. Prior to her 12 years at Allseating, Lynette specialized in hospitality, working at an architectural firm in Washington, D.C. where she traveled the world acquiring art and design elements for the Saudi Arabian Embassy. She then moved to Philadelphia to work at a furniture dealership where she began her career in sales and discovered the

Allseating brand. After growing sales for Allseating in both Philadelphia and Toronto, Lynette will continue her career at Allseating as a Sales Director, managing sales for Canada, Pennsylvania and New England.

FRANK VERHAGEN

Additionally last year, Allseating welcomed Frank Verhagen as Regional Sales Director of for the Midwest. With nearly 22 years of sales experience, Frank has abundant experience in the manufacturing industry. Frank has previously served as a cost accountant and project manager. As a sales specialist, he has worked in international growth, opening dealerships, and running the company supply chain in the Philippines and throughout Asia. He was previously the Vice President of Sales and Marketing for a furniture manufacturer and will now bring his wealth of knowledge to the Allseating team.



The promotion of Hope and Lynette, coupled with the hire of Frank, rounds out the Regional Sales team alongside senior member, Chuck Bowering, a long-time Allseating Regional Sales Director. Throughout his career with Allseating, Chuck has managed sales for various regions throughout the United States and Caribbean Islands. With the recent changes, Chuck will now focus his efforts as the Regional Sales Director for the Central Western United States and International Sales. “I do not doubt that this is a strong and collaborative team,” said Cindy Lawton-Moreby, Vice President of Sales at Allseating. “I look forward to watching them as they lead the Allseating Sales Team to reach and exceed the sales goals within their regions.”

“Over the past few years, we have seen substantial growth of both product sales and the Allseating team,” said Paul Vendittelli, President at Allseating. “We are thrilled to continue promoting and hiring new team members with tremendous experience both in and around the furniture industry as we grow in the next quarter and beyond.”

For additional information on Allseating and careers, please visit <https://www.allseating.com/company/working-us>.

