



# ASPECTA®

## ASPECTA ANNOUNCES SALES REORGANIZATION

NORWALK, CT, June 8 – Aspecta announced promotions and role changes in its sales organization. Said Harlan Stone, Group CEO, “We are implementing these changes to grow our business, provide our distributors with better service, and achieve a more concentrated focus on our Aspecta commercial business.”

### **Marcel Kies, Global CEO of Aspecta**

Marcel Kies, Managing Director of Aspecta’s European branch Aspecta B.V. for the past three years, has been named the Global CEO of Aspecta. Said Rogg, President and CEO Metroflor Corporation, “Marcel has done a remarkable job establishing the Aspecta brand throughout Europe and other parts of the world. Aspecta is a global brand that requires global leadership coupled with local management. With that goal in mind, Marcel Kies will work closely with me and our newly appointed Director of Sales Alan Rowell to leverage the scale of the brand while tailoring our sales and marketing approach to the North American market.”

Kies is a respected international sales and marketing business manager with over 30 years of experience in the flooring industry for both B2B and B2C business environments. His leadership thrives working with geographically diverse and multicultural teams.

### **Alan Rowell, Director of Sales, Aspecta**

Alan Rowell, formerly Southeast District Sales Manager for Metroflor, has been appointed Aspecta Director of Sales for North America. Rowell will lead the Commercial Sales Manager team, working in concert with Aspecta distributors to focus on the right customers and ensure that salesforce.com and Reed Construction Data are used to their fullest capabilities. Said Rogg, “Alan has shown a keen instinct for our commercial business. Beyond sales, he will focus on ‘train the trainer’ initiatives to make sure that the specification and commercial sales teams are fully equipped to be effective ambassadors of the Aspecta brand.”

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