

AIS Promotes Nick Haritos to President

Nick Haritos has been promoted to president of AIS, a leading manufacturer of commercial office furniture and seating. In his new role, Haritos will lead daily operations and sales.

For the past three and a half years, Haritos has been executive vice president of sales and distribution at AIS. He led all sales and distribution efforts throughout North America and supported the company's ambitious growth plans.

"I'm excited about the path that AIS is on and the opportunities ahead of us," Haritos said. "It is a privilege to lead this incredibly talented team and an honor to work with our committed dealer partners across the country. AIS continues to be highly ambitious as we meaningfully grow our business in the coming years."

With a management and business development career spanning more than three decades, Haritos has worked in the office furniture industry for nearly 30 years. Previously, he spent 16 years at Haworth, most recently as vice president of sales and distribution where he covered a five-region territory spanning from New England to the Caribbean. Prior to Haworth, he was senior vice president of sales for Office Environments of New England.



"I could not be more excited to have Nick move into this role," said CEO Bruce Platzman. "His extensive industry knowledge and proven experience at the dealership and manufacturer level have prepared him in the most valuable ways. Nick will lead AIS forward with strength and strategy, ensuring our industry-leading growth continues in the years ahead."

Haritos has a bachelor's degree from Plymouth State University in New Hampshire and a master's degree from Saint Michael's College in Vermont. He earned a certificate in mediation from Woodbury College in Vermont and completed additional post-graduate work in alternative dispute resolution at Nova Southeastern University in Florida.

He will officially start his new position July 1. Platzman will remain as CEO, and Arthur Maxwell will continue as chairman of the board. **BoF**

Meghan Sherwin Named Chief Marketing Officer at Keilhauer

Keilhauer has promoted Meghan Sherwin from vice president, marketing to chief marketing officer.

Sherwin has been with Keilhauer since 2017. She has led the portfolios of brand and product marketing, textiles, sustainability, public relations and showrooms across all markets. Never one to accept the status quo, she initiated and led the latest masterbrand transition, launched the company's first carbon neutral office chair, led the development of the award-winning Division Twelve branding and delivered a new customer-first strategy. As Keilhauer's first CMO, Sherwin will continue to provide strategic leadership within the marketing and sustainability departments, but her purview will now extend to include customer service, warranty and outbound logistics.

"As our first CMO, I know that Meghan will continue to provide excellent leadership and innovative strategies for the company, and we are all looking forward to what comes next," said Mike Keilhauer, president of Keilhauer.

Prior to joining Keilhauer as vice president of marketing, Sherwin spent 20-plus years delivering award-winning advertising for global Fortune 100 brands such as Kraft, Samsung, Gillette and Mastercard. As a key strategic partner for some of the world's most innovative



brands, she was responsible for the strategy on business initiatives into high-growth and emerging technologies. Sherwin developed Kraft North America's first Influencer eCRM platform, launched Samsung Canada's first experience retail environment and launched the McCann WorldGroup's Deep Practice of Tourism which leveraged McCann's global scale, networked expertise and deep knowledge in the industries of destination, publication, transportation and accommodation to support clients around the world.

Featured by Google, Queen's University and Rotman School of Business, Sherwin has been twice awarded "Outstanding Judge" by the Global Web Marketing Association, is an active member of the BIFMA North American Marketing Council and is the co-chair of the Canadian Marketing Association Customer Experience Council. **BoF**