

KEILHAUER

Meghan Sherwin Named Chief Marketing Officer at Keilhauer



June 2, 2021 (Toronto) - Effective today, Keilhauer is excited to announce the promotion of Meghan Sherwin from Vice President, Marketing to Chief Marketing Officer. Sherwin has been with Keilhauer since 2017, where she has led the portfolios of Brand & Product Marketing, Textiles, Sustainability, Public Relations and Showrooms across all markets. Never one to accept 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.

"I am proud of Keilhauer's continuing growth, and pleased to announce the promotion of Meghan Sherwin to Chief Marketing Officer," says Mike Keilhauer, President. "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."

Prior to joining Keilhauer as VP of Marketing, Sherwin spent 20+ years delivering award-winning advertising across 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 key 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. Outside of work, in an effort to improve communities in North America, she launched a non-profit supporting safer streets, and was awarded the 8-80 Cities Organization's Global Community award for Innovation in Civic Engagement.

Please join the team at Keilhauer in congratulating Meghan Sherwin on her promotion and welcoming her into her new role.

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ABOUT KEILHAUER

Founded in 1981, Keilhauer is a privately owned, design focused contract furniture manufacturer. Keilhauer manufactures seating and tables that makes work more comfortable for all. Keilhauer products are thoughtfully made to support communication and engagement in spaces such as meeting rooms, collaboration areas, lobbies and lunchrooms. Working with world-renowned furniture designers, Keilhauer is internationally recognized for award-winning design, built with extreme craftsmanship, to the highest environmental standards. The company is headquartered in Toronto, Ontario. For more information, please visit Keilhauer.com.

For more information, images or to request an interview. Please contact:

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