

KEILHAUER

KEILHAUER EXPANDS MARKETING LEADERSHIP TEAM

Susan Anderson joins as VP of Marketing & Customer Experience while Sarah Lostracco joins as Senior Marketing Manager



Susan Anderson (left) and Sarah Lostracco (right) have joined the Keilhauer Marketing department.

September 18, 2023 (Toronto) – Keilhauer is excited to announce the latest developments within the company to expand and strengthen leadership within their talented Marketing department. Effective today, Susan Anderson has joined the company as VP of Marketing & Customer Experience, and Sarah Lostracco has joined as the new Senior Marketing Manager.

Susan Anderson is a marketing leader with 15 years of experience building brands. Susan joins Keilhauer from Mastermind Toys, where she served as VP of Marketing & Brand, winning a Brand of the Year Award from Strategy Magazine and a Retail Marketing Award from the Retail Council of Canada during her tenure. Prior to Mastermind Toys, Susan spent almost a decade at P&G leading brands such as Pampers, Swiffer, and Crest. In her new role as VP of Marketing & Customer Experience at Keilhauer, Susan will oversee the Sustainability, Customer Service, Warranty & Logistics, and the Marketing & Showroom departments. This position was previously occupied by Meghan Sherwin, who was promoted to President of Keilhauer earlier this year.

Additionally, Sarah Lostracco has joined Keilhauer's Marketing department as Senior Marketing Manager. Sarah joins Keilhauer from McCann Canada, where she worked for over 15 years, most recently serving as Group Account Director for well-known organizations such as Petro-Canada and Suncor. In her role at McCann, Sarah was entrusted with leading all marketing initiatives and ensuring projects ran on time and on budget, with an emphasis on award-winning design excellence. Sarah will be responsible for all day-to-day marketing, public relations, digital and social initiatives across North America.

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Please join the team at Keilhauer in welcoming Susan Anderson and Sarah Lostracco into their new roles.

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.

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