



For Immediate Release

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LATICRETE Promotes Kirby Davis to Global Accounts Manager



For Immediate Release – LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has announced the creation of a new strategic international role and promoted Kirby Davis to LATICRETE Global Accounts Manager. Davis will play a pivotal role in leveraging the LATICRETE brand and reputation in the U.S. to build and maintain relationships with key decision makers in North America conducting and/or designing projects

in overseas markets. Focusing largely on China, India, South East Asia and the Arabian Gulf, Davis will work closely with architects and specification teams on behalf of multi-national corporations, hotel, restaurant and retail outlet chains, to develop proprietary specifications for LATICRETE system materials.

Davis has enjoyed great success since joining LATICRETE back in 2007, earning a pair of promotions to her previous position of LATICRETE Senior Architectural Specialists II. Working with architects, designers, developers and contractors to promote the benefits associated with the LATICRETE® System Warranty and secure the specification of LATICRETE® products on large-scale projects similar in scope to ones she will now develop for U.S.-based organizations on overseas projects. Davis will expand on key relationships she has already established with high-profile architecture and design firms here in the U.S., shifting her focus and knowledge to international projects spearheaded by North American-based corporations. LATICRETE offers a global manufacturing presence in each key market, serving to highly benefit international building projects with locally supplied materials, technical and marketing support. In her new position, Davis will report directly to Faisal Saleem, LATICRETE Director, International Business Development.

Innovative Tile and Stone Installation Systems

“We are quite pleased that Kirby (Davis) has joined the international team here at LATICRETE,” said Saleem. “She has excelled in her time here, developing strong relationships with architectural firms and consistently meeting all of her goals. In this senior sales position, we look forward to the same type of results and performance. In important markets for LATICRETE, Kirby will enhance our position by continuing to influence key decision makers here in the U.S. on the many reasons LATICRETE® products, technical support and our strong local presence can help ensure the smooth completion of projects and ultimately, increase profits relative to international build-outs or expansions.”

Davis has earned several distinguished certifications since joining LATICRETE, including CSI, CCTS, CDT and LEED AP BC+C. She currently sits on the board of the Dallas Chapter of the Construction Specifiers Institute and is an active member of the Ceramic Tile Distributors Association Green Building Committee. Davis resides in Dallas, TX, and holds a BA from the University of Colorado where she majored in accounting and earned a minor in law.

LATICRETE International, Inc. is a family owned business dedicated to innovative, high quality tile and stone installation systems. Based in the USA, the 50-plus year old company is one of the world’s leading manufacturers in its field. Its well-known brands, LATICRETE®, LATAPOXY® and SpectraLOCK® are manufactured and sold worldwide. USA/Canada: 1.800.243.4788, outside USA: +1.203.393.0010. www.laticrete.com

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