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LATICRETE PROMOTES RON NASH: California Southern Region Sales Manager



For immediate release – LATICRETE International, Inc., world-wide manufacturer of innovative systems for the installation of ceramic tile and stone, has promoted Ron Nash to the position of regional sales manager for the California Southern region (CAS). In his new position, Nash will oversee LATICRETE sales efforts in Utah, Colorado, Arizona, New Mexico, Nevada, Hawaii and Southern California.

Nash joined LATICRETE in 2004 as a technical sales representative based in Utah, and his high-energy approach and commitment to building long-lasting client relationships has led to several accolades. Nash was the 2005 recipient of the Timothy J. Alper Award for outstanding customer service. That same year, Nash was named Sales Representative of the Year by his distributor, Inland Northwest, and was elected to the position of president of the LATICRETE Sales Representative Council.

“Ron is committed, dedicated and passionate about what he does, always striving for the best,” said Vernon Cox, LATICRETE sales manager, North America. “He has demonstrated that he is great at building relationships with both external and internal clients. He has done a tremendous job at gaining the support of his customer base and turning them into LATICRETE salespeople. It is for these reasons that he moves in to this new leadership position.”

“I’m excited about this opportunity,” Nash says. “We have so many talented people already working in that region. CAS is a very strong territory with a lot of room for growth. With a little more unity and little more structure, there’s no reason that we can’t lead the country. LATICRETE is different from most firms, we are much more focused on building relationships than just sales figures, and that’s the part I really enjoy.”

LATICRETE International is a global leader in the manufacturing of tile and stone installation systems, known and trusted for industry leading innovation and expertise. For in-depth technical support and answers to your installation or application questions call toll free: (800) 243-4788 ext 235, or outside the USA: (203) 393-0010, ext 235.800-243-4788 in the USA or (203) 393-0010 from anywhere in the world. E-mail: support@laticrete.com. Comprehensive LATICRETE and industry information can be found on the web at: www.laticrete.com LATICRETE® is a registered trademark of LATICRETE International, Inc.