



For Immediate Release
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Anderson Promoted to Lead LATICRETE Sales Team in Oregon Region



For Immediate Release: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has announced the promotion of Bernadette “Bernie” Anderson to Regional Sales Manager for the Oregon Region. Anderson signed on with LATICRETE in 2008 as the Senior Architectural Specialist for the same territory, and will now lead all LATICRETE sales initiatives for Alaska, Northern California, Oregon, Utah, Idaho, Montana, Wyoming and Western Canada. Anderson will now report to Ron Nash, the North American director of sales at LATICRETE.

“(Anderson) has an extensive background in sales management with a proven track record that will help her be successful in her new role,” said Nash. “She’s extremely smart and aggressive, and we plan to see some great things happen under her leadership.”

In her previous role as LATICRETE Senior Architectural Specialist, Anderson worked closely with architects, specifiers and design professionals to promote the benefits of the LATICRETE warranty program. Anderson has extensive experience in the tile and stone sector after serving as District Sales Manager for Master Tile West in Northern California prior to joining LATICRETE. At Master Tile West, Anderson developed an architectural sales program targeting high-end custom home builders, and served in a similar capacity for four years at Bedrosian Tile & Marble.

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

Innovative Tile and Stone Installation Systems

in its field. It's 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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