

## **FOR IMMEDIATE RELEASE**

### **Bormioli Rocco Announces New Leadership for North America Sales and Marketing Team**

(New York, NY June 9, 2014) – Bormioli Rocco announces leadership changes to its North America Sales and Marketing team, naming Michael Donovan as the Director of Sales and Marketing. Donovan previously served as National Sales Manager, Major Accounts for Bormioli Rocco North America since 2012. In this new role, Donovan will be responsible for overseeing the company's sales and marketing efforts in the US and Canada.

Prior to Bormioli Rocco, Donovan was a National Sales Manager at Stanley Black & Decker for its Home Depot Division. In his ten years at SB&D, he held numerous sales and management roles consistently delivering sales goals, increasing profitability, and building partnerships with the brand's largest customers.

"Over the past few years, Mike has been a key component to executing our vision for the North American business," says Giancarlo Masini, General Manager of Bormioli Rocco's housewares business unit. "His results-driven sales and management approach will ensure we stay on a path for growth in this critical market."

National Sales Managers Katherine Rotunno and Lisa Conkle will manage major accounts moving forward. For the past two years, Rotunno has demonstrated excellent leadership overseeing Bormioli Rocco's vast network of independent accounts across the U.S. Conkle has managed the company's business to business and foodservice accounts since 2013 and will continue to do so in conjunction with her new responsibilities.

New addition to the team Shelby Glass has been hired as a National Sales Manager to oversee all national independent accounts and will assume responsibilities on June 30. Glass comes with four years of experience in the housewares industry, most recently as a National Account Manager at Full Circle Home LLC and previously at Bodum USA.

Pierfrancesca Sanna has been named Project & Brand Development Manager. Sanna has been with Bormioli Rocco for five years, previously as a Project Manager at company headquarters in Italy and most recently as Marketing Manager of the North American division.

"In 2012 and 2013, Bormioli Rocco North America achieved record setting sales growth and each of these individuals played an important role in that success," Masini noted. "Our new team structure acknowledges our growing business and demonstrates our ability to develop strong talent from within, while positioning Bormioli Rocco for continued success in the near and long-term."

#### **About Bormioli Rocco:**

Bormioli Rocco, founded in Italy in 1825, is a pioneer of Italian stemware, drinkware and food storage products. Bormioli Rocco uses the finest natural resources to create superior glass and plastic products for restaurants, businesses and homes around the world. With widespread presence across the retail and foodservice channels, Bormioli Rocco offers an extensive range of products, from stemware to barware, bottles, dinnerware, food storage and canning jars. To learn more, please visit [www.bormioliroccousa.com](http://www.bormioliroccousa.com)

Bormioli Rocco is sold to the hospitality channel exclusively through Steelite International. Please visit <http://us.steelite.com> for more information.

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