

For Immediate Release

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Indiana Furniture Names Paula Schmidt as New Director of Marketing

JASPER, Ind., February, 2018 – Indiana Furniture is pleased to welcome Paula Schmidt as the new Director of Marketing. With over 20 years of experience in creative marketing, voice of the customer, promotion, and more, Schmidt has developed and implemented strategic marketing plans and corporate identity for a variety of industries and organizations.

In this newly created position, Schmidt's focus will be to assist in marketing and sales strategies, oversee communications, build easy-to-use specification tools, and provide industry outreach through various mediums including brochures, websites, social media campaigns, showrooms, industry conferences and events, and ongoing promotion.

“Paula’s background in customer experience, branding, and communications provides Indiana Furniture with the tools necessary to further strengthen our position in the office furniture industry,” said Mike Blessinger, VP of Sales and Marketing at Indiana Furniture. “Our products and services are expanding to meet the ever-changing needs of work environments, and Paula’s experience will add invaluable insight into developing strategies and creating a cohesive brand for our broad network of partners and customers.”

Schmidt is no stranger to the office furniture industry. Prior to joining Indiana Furniture, she was the Director of Marketing for Paoli Office Furniture, a Creative Catalyst and Innovation Strategist for Chicago-based Bamboo Worldwide, and spent over 10 years at Kimball International working as a Market Research Manager for National Office Furniture and, more recently, as the Director of Market Communications for Kimball Office. In her career, she has worked with a variety of Fortune 100 to 1000 companies to leverage innovation, branding, and customer connections in a range of industries.

ABOUT INDIANA FURNITURE

Indiana Furniture, headquartered in Jasper, Indiana for over a century, is committed to providing our customers with office furnishings of the highest standards in quality and craftsmanship. Through advanced information systems and state-of-the-art technology, our company delivers a wide range of environmentally conscious products, styles, and sizes at competitive prices. To learn more, visit www.IndianaFurniture.com.