

California Faucets Announces Two Key Promotions and a New Hire

Promotion of sales and operations managers along with a newly created customer service senior manager position will help the manufacturer manage rapid growth

(Huntington Beach, CA, April 19, 2017) California Faucets, manufacturer of artisan-crafted bath and kitchen fixtures, is strengthening its leadership team with two promotions on the executive level and a new senior manager, customer experience.

Steven Weinberg has been promoted from National Sales Manager to **Vice President, Sales**. Along with continuing to oversee the company's growing sales team serving distributor partners nationwide, Weinberg will assume a greater role in developing companywide sales strategies. Weinberg has been with California Faucets since 2011; his extensive experience in the K&B space also includes owning and operating The Glassmith Shop bath showroom and serving as president of the Decorative Plumbing Hardware Association (DPHA).

California Faucets is also promoting **Brian Hunt** to **Vice President, Operations**. Formerly the Director of Operations, Hunt will remain in charge of production and manufacturing, supply chain, facilities, and IT while taking a greater role in strategic planning alongside the rest of the executive team. He also will focus on facility and equipment planning, efficient factory layout, staff safety initiatives, supply chain optimization, and IT implementation. Part of the California Faucets team since 2013, Hunt previously worked with RSI Home Products and Dell Computers.

Finally, the company has brought in **Mitch Carter** for its newly created **Senior Manager, Customer Experience** position. As a leader of California Faucets' customer service team, Carter will help preserve and strengthen the company's reputation for world-class customer experiences while simultaneously accommodating ongoing expansion. Carter

joins California Faucets following 19 years at Verizon, including a strategic role in which he was integrally involved in helping to improve customer service worldwide. His background in data analysis and customer service best practices is ideally suited to managing California Faucets' current growth climate.

"The new responsibilities of Steven and Brian and the addition of Mitch will help us manage our growth as we work to heighten the level of our award-winning customer service experience and industry-leading Custom Faucetry® process," says California Faucets President and CEO Jeff Silverstein.

About California Faucets

At California Faucets we believe in artisan hands, not mass production. Since 1988, our factory in Huntington Beach, California has manufactured bath products that can be easily customized or purchased exactly as shown in our catalog. We proudly provide the latest in bath and shower technology with innovations, such as **StyleDrain®**, **StyleTherm®**, and **ZeroDrain®**. These groundbreaking innovations turn utilitarian products into beautiful design statements, and are the heart of our ever-evolving line of faucets, shower fittings, luxury drains, and accessories. Leveraging the expertise we've perfected in the bath, we've applied the same concepts of handcrafted quality and customization to our first-ever line of kitchen faucets. Launched Fall 2015, **The Kitchen Collection** combines Italian design with California craftsmanship and offers a full range of matching accessories for a thoroughly coordinated look. For more information about California Faucets call 800-822-8855 or visit www.californiafaucets.com.

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STEVEN WEINBERG
promoted to
Vice President, Sales



BRIAN HUNT
promoted to
Vice President, Operations



MITCH CARTER
hired to fill newly created
Senior Manager,
Customer Experience