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California Faucets Announces Two Executive Promotions

Brian Hunt and Noah Taft elevated to COO and CMO to further manufacturer's continued growth

(Huntington Beach, CA, January 26, 2021) California Faucets, manufacturer of artisan-crafted kitchen and bath faucets, is pleased to announce the promotions of **Brian Hunt** to Chief Operating Officer (COO) and **Noah Taft** to Chief Marketing Officer (CMO). The promotions will provide key strategic support to the company as it navigates the demands of dynamic growth and further solidifies its reputation as the industry's premier custom fittings manufacturer.

"As consumers continue to look for exceptional fittings and finishes for their homes, we've focused on satisfying these aspirations with handcrafted products that stand out—and stand the test of time," says CEO Jeff Silverstein. "By leveraging Brian's operational and managerial prowess and Noah's creativity, we will meet the challenges of growth today and beyond."

A seven-year veteran of the company, Brian Hunt most recently served as Vice President of Operations. In the newly created position of COO, Hunt will be responsible for overseeing the manufacturer's day-to-day operations and profitability, including production, sales, finance, human resources, customer service, engineering,



Brian Hunt, COO



Noah Taft, CMO

“By leveraging Brian’s operational and managerial prowess and Noah’s creativity, we will meet the challenges of growth today and beyond.” – CEO JEFF SILVERSTEIN

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purchasing, and technology. He will assume the presidential duties of Silverstein, who will continue as CEO, focusing on big-picture strategy and opportunities. Silverstein will also continue to lead product development and design for the company.

"During my time at California Faucets, I've come to appreciate not just our exceptional products, but our warm and friendly culture," says Hunt. "We have an excellent team here that is collaborative and service-oriented by nature. I'm excited to contribute and help lead us forward as we endeavor to create new standards in the industry."

As Chief Marketing Officer, another newly created position, Noah Taft will focus on California Faucets' strategic marketing efforts to further sharpen brand identity and position the company for additional growth. Taft joined the company in 2002 following a career writing and producing popular television shows, and most recently served as Senior Vice President of Marketing and Sales.

"Noah's a gifted storyteller and has been invaluable for conveying our 'artisan hands, not mass produced' narrative," says Silverstein. "In the increasingly digital world, he's introduced new marketing approaches that effectively convey the spirit and value of handcrafted product."

As always, California Faucets remains committed to its core values of delivering custom faucetry with superior service and delivery. "This 'people first' philosophy is in our DNA," Silverstein says, "and we're grateful to our team, our vendors, and our customers for their continued support, and genuine collaboration."

About California Faucets

At California Faucets we believe in **artisan hands**, not mass production. Since 1988, our factory in Huntington Beach has manufactured handcrafted bath products available in 28 **finishes** 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 bath faucets, shower fittings, luxury drains, and accessories. We've also applied the same handcrafted quality and custom options to a full line of kitchen faucets. Our **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 **CaliforniaFaucets.com**.

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