

Simon Li Advances Merchandising Team

Simon Li Furniture has announced that Todd Campbell will now be heading Design and Merchandising and also the Product Working Group, Simon Li's merchandising committee, replacing the departing Jackson Carpenter. Carpenter has resigned his position as EVP of Merchandising and has left the company effective June 10th.

"The Product Working Group, or PWG, as we refer to it, is a committee made up of key people from Merchandising, Sales, Product Development, and Manufacturing" **said Larry Little, EVP**. "The group makes all product-related decisions ranging from design selections on each new frame to decisions to introduce new product categories such as stationary fabric, which Simon Li showed for the first time in April. The PWG works because all of the key decision makers have a stake in the process from beginning to end", **said Little**. "Campbell has been instrumental in the PWG since he joined the company in late 2017. He has proven talent and a solid work ethic, and longstanding relationships with a wide range of customers make him a natural choice to lead our merchandising team going forward. Cris Barliso, is our very talented in-house designer and he will also take on more responsibility," **Little** continued.

Campbell has served in the capacity of VP of Sales but has been equally involved in Merchandising. He will now hold the title of **EVP of Design and Merchandising**. He will continue to report to Little, who has been promoted from **EVP of Sales to EVP North America**, to better reflect his overall responsibility for the entire North American business unit.

Additionally, Sarah Barlow has been promoted from Direct Business Specialist to Product Manager and will now take on an elevated role within the PWG. "Barlow joined our company in 2017 and has quickly established herself as a real talent and dynamic team member. Sarah has a great cover-to-frame eye, and she works well with everyone on the team. We are very fortunate to have her", **said Little**. Barlow will report to Campbell with a dotted line to Little.

"Simon Li's unique value proposition is the result of a strong structure and a great teamwork both in the US and in China. The new team alignment will take us to new grounds in these very interesting and challenging times. We see a lot of new opportunities. I am proud to be working with such talented people", said **Simon Lichtenberg, Founder and CEO**.

Simon Li Furniture is a Shanghai-based manufacturer of leather and fabric motion and stationary products, with a focus on the better goods. Key customers reflect a who's who of Top 100 retailers.