

SAGEBROOK HOME™

FOR IMMEDIATE RELEASE

Sagebrook Home Announces Chris De La Guardia as New National Sales Manager

LOS ANGELES, CALIFORNIA, July 28, 2023 – Chris De La Guardia joins Sagebrook Home as the new National Sales Manager. Chris will be overseeing sales strategy & initiatives for the Sagebrook Home sales force. De La Guardia comes to Sagebrook Home with over 23 years of sales leadership and operation management within the home furnishings trade industry.

Chris is a seasoned and well-versed industry veteran and recently joins Sagebrook Home from Ashley Furniture Industries – Home Accents Division as the former Senior Vice President. Prior to Ashley Furniture Industries, Chris De La Guardia was Vice President of Sales at Coaster Company of America.

Chris De La Guardia's forte is strategically and successfully improving business operational processes, developing product strategies and pioneering new market-oriented business roadmaps in introducing new concepts and services while supporting a culture of innovation, change and efficiency.

"I am beyond excited and believe Chris will be a wonderful fit within our constantly-growing organization and to direct our sales efforts to the next level. Chris' proven industry track-record, experience and knowledge will help Sagebrook Home develop new strategies, improve processes and drive results. His strong ability to inspire and motivate others will undoubtedly foster a dynamic sales environment, encouraging the best in collaboration and innovation." said Justin Kachan, CEO of Sagebrook Home.

About Sagebrook Home

Founded in March 2015, Sagebrook Home is based in Los Angeles, California. Known for staying ahead of trends, Sagebrook Home introduces over 4,000 new items per year and our catalog currently includes over 10,000 products spanning accessories, furniture, wall art, garden, and lighting. Sagebrook Home caters to a variety of styles including modern, glam, contemporary, coastal as well as transitional. Utilizing a "Service Excellence" policy, Sagebrook Home has unmatched customer service model while maintaining affordability and accessibility for our partners in the design trade. By utilizing state-of-the-art technology, SBH has quickly become a leader in delivery, fulfillment and drop shipping.

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