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Paramount Sleep Expands Sales and Marketing Team

Furniture World News Desk on 9/30/2024



Pictured L to R: Dave Asuigui, Raven Natividad and Ashley Fan.

Paramount Sleep Company has announced two internal promotions and a new hire to support its expanding sales and marketing efforts. These changes align with the company's core values of "People, Products, Process, Planet," which focus on fostering internal growth and sustainability.

New Sales Representative for Southern Virginia

Raven Natividad has been promoted to sales representative for Southern Virginia. Previously serving as the client relations specialist and marketing & sales coordinator, Natividad will now focus on delivering tailored and immediate support to customers in her region. She will also work to grow Paramount's mattress business throughout Southern Virginia.

"Raven has proven herself to be a natural in sales and has taken inside sales to the highest level the company has seen over the last five years," said Steven Maddox, director of sales. "She is receiving extremely positive feedback from the retail, designer, and hospitality community."

New Marketing & Graphic Design Representative

In addition, Dave Asuigui has been promoted to marketing & graphic design representative. Formerly a graphic designer at Paramount, Asuigui will now oversee the development of marketing materials across various media formats, provide digital marketing support, and collaborate closely with the sales team to support the company's continued growth.

New Marketing and Sales Support Intern

Paramount has also welcomed Ashley Fan as the company's new marketing and sales support intern. A recent graduate of the University of Virginia and a member of the Fellows Initiative, Fan will assist in content creation, rebranding efforts, and customer interactions, contributing to both the marketing and sales teams.

"We're proud of the contributions that Dave and Raven have made to Paramount's growth, and their promotions are well deserved," said Richard Fleck, president of Paramount Sleep. "We're also excited to have Ashley join us as she begins her career journey. Cultivating servant leadership is a key part of our ethos."

About Paramount Sleep Company®

Paramount Sleep Company is a fourth-generation, family-owned mattress manufacturer based in Norfolk, Va. For nearly 90 years, the company has remained one of the industry's premier suppliers of high-quality mattress systems. Available at many top retailers across the country, the company produces handcrafted mattresses under the unique brand names: A.H. Beard®, Back Performance®, H.D. Super Duty®, Hypnos®, Kiwi Collection, Nature's Spa®, Paramount®, and Bloomingdale's Asteria™. For more information, visit www.ParamountSleep.com.