

PRESS RELEASE

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RELEASE DATE:

September 27th, 2023

Flexsteel adds experienced Senior Brand Marketing to Growing Team

[DUBUQUE, IOWA | SEPTEMBER 27TH, 2023] — Lauren Brenzy has been appointed as Senior Brand Marketing Manager for Flexsteel Industries to ensure a strong market position and meet established growth objectives across all channels.

Prior to joining Flexsteel Industries, Brenzy worked at Attindas as a Senior Marketing Manager. By developing and driving brand strategy, creative development, and digital assets, Brenzy led \$300M in net sales across seven retail partner brands for the company. Market trends and development are Brenzy's area of expertise, and she works to maximize conversions to meet growth objectives. In addition, she has held marketing leadership roles at major brands like Hanes, Kraft/Heinz, and Liberty Hardware.

"I am excited to dive into the furniture industry and leverage my passion for consumer-driven insights to create new strategies to win at retail.", said Brenzy.

Brenzy will add to Flexsteel's strong retail and digital marketing teams and bring valuable industry experience as the company moves towards a unified branding and marketing strategy.

