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*Alicia Spence*

## Alicia Spence Joins SIMONA AMERICA Group as Vice President of Sales and Distribution

April 17, 2023 - SIMONA AMERICA Group is pleased to announce that Alicia Spence has joined the company as Vice President of Sales and Distribution Strategy.

In her new position, Alicia will be responsible for developing and implementing sales strategies to grow the business across all channels in North America, while focusing on managing its exclusive distributor network. She will manage distribution sales for each of the company's US subsidiaries including SIMONA AMERICA Industries, SIMONA Boltaron, and SIMONA PMC.

Alicia brings a wealth of industry knowledge to SIMONA AMERICA Group, having spent over 15 years in thermoplastic sales and leadership positions including her previous role as Vice President of the manufacturer's representative group CartierWilson.

Additionally, Alicia will manage the day-to-day operations of the company's Atlanta-based marketing department while it conducts a search for a vice president of marketing.

"Alicia has been a part of the SIMONA AMERICA Group family for many years," said CEO Adam Mellen. "Now that she will be a full-time member of the organization, her experience and industry relationships will be invaluable as we look to continue our growth in North America and strengthen relationships with our most important customers."

"I am excited to be part of the SIMONA AMERICA Group team," said Alicia. "I look forward to leveraging my industry experience and relationships to help drive growth for the company in both existing and new markets."

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