

**Contact**

Valerie Glover  
+1 770 490 2507  
marketing-usa@simona-group.com

**SIMONA AMERICA Group  
Welcomes Rob Ferguson as  
Market Development Manager**



*Rob Ferguson*

ATLANTA, GA – July 9, 2025 – SIMONA AMERICA Group is pleased to announce the appointment of Rob Ferguson as Market Development Manager. In this newly established role, Rob will lead strategic growth initiatives across high-performance OEM and fabrication markets, supporting SIMONA Boltaron, SIMONA PMC, and SIMONA Stadpipe.

Rob brings more than two decades of experience in technical and commercial leadership roles with a strong focus on market development in sectors such as outdoor living, building and construction, and pool and spa. Widely recognized as a results-driven professional, Rob has demonstrated success in leading diverse teams and delivering high-value solutions for customers. He is known for his ability to bridge technical and commercial priorities - helping organizations bring solutions to market quickly.

At SIMONA, Rob will focus on identifying new OEM segments, fostering long-term customer partnerships, and aligning internal capabilities with evolving market needs. He will also act as the U.S. liaison for SIMONA Stadpipe, helping drive market development in the aquaculture sector.

Rob earned his B.S. in Biology and Chemistry from High Point University in High Point, NC, and will report to Alicia Spence, Vice President of Sales and Distribution for SIMONA AMERICA Group.

“We’re excited to welcome Rob to the SIMONA team,” said Spence. “His technical knowledge, deep customer focus, and track record of building new markets make him a valuable asset as we continue to grow our presence in OEM channels and develop cross-segment opportunities.”

Please join us in welcoming Rob Ferguson to SIMONA AMERICA Group.