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*Valerie Glover*

## Valerie Glover Joins SIMONA AMERICA Group as Marketing Manager

November 20, 2023 - SIMONA AMERICA Group is pleased to announce that Valerie Glover has joined the company as Marketing Manager.

In her new position, Valerie is responsible for setting the marketing strategy and direction for the company and its three US-based manufacturing divisions. She will also lead the marketing team in various communication initiatives and further developing the reach and recognition of the SIMONA brand.

As an experienced marketing and communications professional, Valerie brings with her a strong background in corporation communications and brand management with a focus on global manufacturing and distribution. Her demonstrated expertise in developing marketing campaigns, digital tool implementation, and successful product launches will be an asset in this role.

“I am delighted to join SIMONA AMERICA Group and I look forward to working with this incredibly talented team to advance new marketing initiatives that will contribute to the continued growth and success of the organization in the US,” said Valerie.

She also holds an M.S. in Management from Northeastern University and maintains active involvement in professional associations such as the American Marketing Association and Women in Manufacturing.

“We are excited to have Valerie as a member of our marketing team,” says VP Sales & Distribution strategy Alicia Spence. “Her passion for marketing and experience with implementing effective digital tools will lead to success in this new role.”

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