



Jennifer Green
jgreen@mbapr.com
214 521 8596

Lainie Kritser
lkritser@mbapr.com
214 521 8596

FOR IMMEDIATE RELEASE

BDI ANNOUNCES JOSEPH STROVAS AS DIRECTOR OF INTERNATIONAL SALES

Accomplished Industry Professional to Lead Global Sales

CHANTILLY, VA – April 27, 2010 – Contemporary furniture manufacturer BDI announces the hiring of Joseph Strovas as the new Director of International Sales for the company. Effective April 12, the position reports to Dave Herman, President.

Strovas has 20 years experience in sales, marketing and management and more than 10 years experience in international electronics sales. Most recently, Strovas served as Director of International Sales and Business for AudioQuest, where he was responsible for global sales development and relationship management. His duties sent him to almost 60 countries for strategic business planning and project and inventory management, as well as to participate in global trade shows and deliver educational training and technical presentations. Other responsibilities included market and global sales development, brand positioning and budgeting and sales analysis.

Strovas has also operated his own businesses, including a high end audio and home theater store, where he was responsible for all aspects of the business including purchasing, inventory control, merchandizing, advertising and marketing, vendor relations, financial operations and technical service.

“With BDI’s significant growth over the last 25 years, we are always looking for leaders with the talent and experience to develop and grow a brand with our retail partners,” said Bill Becker, CEO and Design Director. “Joseph is a natural fit with BDI and we will benefit from his proven ability to organize and manage global accounts while developing and maintaining multiple projects. In addition, his ability to cultivate both new and existing relationships at multiple industry levels, and to remain energetic and focused, will be a real motivation for the sales team.”

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About BDI:

Since 1984, BDI has been driven by a passion for great design. BDI furniture is designed to seamlessly integrate technology into the home. BDI home theater cabinets set the standard by beautifully combining unique styling with integrated features, earning a reputation in the industry for innovation and quality. Visit BDI online at bdiusa.com.