



## **Lenox Corporation Names Two New Executives: Andrew Dawson, Chief Sales Officer and Andrea Page SVP, Digital & Marketing**

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*Lenox Corporation (“Lenox”), America’s leading tabletop brand, today announced the hiring of two key executives who recently joined the company. Andrew Dawson and Andrea Page have joined the company as Chief Sales Officer and SVP, Digital and Marketing, respectively. Dawson and Page join the existing team, Chief Operating Officer Brian Gowen, Chief Merchandising Officer Michele Barbone, and Chief Financial Officer Karen Seawell and will both be based out of the Lenox headquarters in Bristol, PA, reporting directly to CEO Mads Ryder.*

The newly developed executive team will be charged with executing the brand’s core initiatives for the coming fiscal year which include improving engagement with consumers by offering an updated digital experience from a brand and commercial perspective, improving product offerings and maintaining current market and brand leadership positions while continuing to support trade partners in an ever changing omni-channel environment.

Before joining Lenox Corporation, Page spent a number of years at Macy’s where she was instrumental in the launch of the Macys.com ecommerce site. She also co-founded Margoe.com, a workplace learning accelerator and, served as an advisor for Radius8, working with retailers such as Kohl’s, Bloomingdales, Ann Inc., Tailored Brands and Tory Burch to leverage their commerce technology strengths both online and in-store. Page is a graduate of Tulane University, where she earned a Bachelor of Science in Business Management.

“Andrea’s experience will help us deliver our marketing initiatives with a digital mindset. In order to be successful, we need to increase our digital competencies as well as digital presence significantly. I strongly believe in Andrea’s abilities to help us achieve these goals based upon her background and proven track record,” said Mads Ryder, Lenox CEO.

Andrew Dawson joins Lenox Corporation from an eight-and-a-half year stint at Tumi, the last two of which he served as the SVP Retail & Wholesale of the Americas. He has also worked



with Swarovski North America Limited, Montblanc, Ferragamo, Gold Toe Brands, and Ralph Lauren, all in various sales positions. Dawson is a graduate of the Fashion Institute of Technology, where he earned a Bachelor of Science in Marketing, and the Fordham Gabelli School of Business.

“Andrew’s experience with luxury goods and his proven track record in brand management and strategy development is a perfect match for Lenox,” said Ryder. “His entrepreneurial spirit and creative thinking will be a welcome addition to the executive group of leaders here. Especially now as we begin to celebrate our 130th anniversary in 2019, I welcome Andrew to the team and look forward to working with him for years to come.”

The new additions to the executive team will now provide Michele Barbone the opportunity to truly focus on her areas of merchandising, product development and design in her role as Chief Merchandising Officer.

#### About Lenox Corporation

Lenox Corporation is a leading designer and marketer of dinnerware, flatware, glassware, kitchen and giftware. The Company markets its products primarily under the Lenox, Dansk and Reed & Barton brands. In addition to its core brands Lenox Corporation manufactures and distributes other brands such as Kate Spade New York, Marchesa by Lenox, Brian Gluckstein by Lenox, Domino by Lenox, Luca Andrisani by Lenox and Michael Wainwright USA. Lenox products are sold through department stores, gift and specialty retailers, and general merchandise chains, as well as through the Company’s own retail stores and consumer-direct channels. Over its 129 year history, Lenox has been the recipient of numerous design awards including the Women’s Choice Award®, and was the first American dinnerware used at the White House. Lenox is headquartered in Bristol, PA. For more information, please visit the Lenox website: <http://www.lenox.com>.