



GLOBAL MANUFACTURING, LOCAL SERVICING

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## **TAJ FLOORING NAMES ELIZABETH SULLIVAN AS DIRECTOR OF MARKETING**

Sullivan Brings Over 15 years of Marketing Expertise to the Team

**(ELGIN, IL, July 6, 2020)** – TAJ Flooring, a leader in commercial-grade luxury vinyl flooring in the U.S., recently named Elizabeth Sullivan as Director of Marketing. With over 15 years of marketing experience in creative, digital and inbound marketing, brand development, and more, Elizabeth has researched, designed and implemented strategic marketing plans for various organizations and industries.

“We are very excited to be adding Liz to our TAJ Flooring team. We look forward to fresh, impactful marketing initiatives driven by her diverse and skilled expertise. She is going to be a great asset to TAJ as we evolve into new ways of digital marketing, communication and doing business in these unique times” says Tom Powell, President and Founder of TAJ Flooring, Inc.

Before joining the TAJ team, Elizabeth structured and developed the marketing program at Parterre Flooring Systems & Surfaces LLC, leading a full digital and inbound sales strategy focusing on the needs of the commercial A&D and contractor community.

Elizabeth started her career in market research working for TideWatch Partners LLC where she executed primary and secondary methods for leading national and global brands focusing on brand equity and awareness, market opportunity assessment, product service and development, advertising and promotion, and digital and website strategies. As Elizabeth evolved her expertise working in a marketing capacity for Lindt & Sprüngli, her passion for digital strategy grew as demand accelerated.

“I am excited to join a team that is grounded in a family-orientated culture,” said Elizabeth. She added, “TAJ’s innate focus on service combined with a knowledge of the commercial flooring industry, product design and general desire to educate is energizing. I am looking forward to supporting the team in efforts to increase its overall brand awareness while optimizing the brand experience using engaging and interactive initiatives both traditionally and digitally.”

In this position, Elizabeth will lead the planning of and execution of marketing strategies for TAJ. With her prior industry knowledge, well-rounded marketing proficiency, and her appreciation for team values and collaboration, Elizabeth will be a key contributor to the overall growth and market share of the TAJ brand.

*TAJ FLOORING is a family owned and operated resilient flooring company that offers floors as functional as they are beautiful. They incorporate the latest performance technology with current environmental standards in premium design options and unparalleled customer service to meet their customer’s specifications.*

For more information please visit [tajflooring.com](http://tajflooring.com).

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