



Media Contact:

Alexandra Ruffo, (214) 329-9191

alexandra@coopersmithagency.com

LATICRETE Hires Spencer Maheu as North America Director, Product Management
Maheu to drive new product innovation activities at LATICRETE

October 11, 2017, Bethany, Conn. -- LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, has hired Spencer Maheu as the North America Director, Product Management. Maheu will supervise the LATICRETE team of product managers in driving new product innovation across the North American region through the continued development and diversification of the company's integrated marketing communications.



"Spencer has the background and experience that will push our company's product innovation further, allowing LATICRETE to continue providing cutting-edge solutions for our customers. I look forward to seeing his contributions to the North American Division as we continue to expand our product offerings," said Sean Boyle, LATICRETE Vice President, Marketing North America.

Globally Proven Construction Solutions

Maheu comes to LATICRETE from Osborn International, a division of Jason Industries, where he led the product management, marketing and business development teams. Prior to working at Osborn, Maheu led product development teams at Stanley Black & Decker.

Maheu received a bachelor's degree in International Business from Western New England University.

###

About LATICRETE

LATICRETE is a leading manufacturer of globally proven construction solutions for the building industry. LATICRETE offers a broad range of products and systems covering tile & stone installation and care, masonry installation and care, resinous and decorative floor finishes, concrete construction chemicals, and concrete restoration and care including the LATICRETE® SUPERCAP® System. For over 60 years, LATICRETE has been committed to research and development of innovative installation products, building a reputation for superior quality, performance and customer service. LATICRETE methods, materials, and technology have been field and laboratory proven by Architects, Engineers, Contractors and Owners. Offering an array of low VOC and sustainable products, LATICRETE products contribute to LEED certification, exceed commercial/residential VOC building requirements, and are backed by the most comprehensive warranties in the industry. For more information, visit laticrete.com.

