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LATICRETE Names Faisal Saleem President & COO, International Division

February 26, 2021, Bethany, Conn. -- [LATICRETE](#), a leading manufacturer of globally proven construction solutions for the building industry, has promoted Faisal Saleem to President & COO of the LATICRETE International Division. Assuming the full P&L and market development activity of the division, Saleem will report to LATICRETE CEO Patrick Millot. In his new role, Saleem will spearhead organizational development, strategic planning, leadership development, mergers and acquisitions, and the expansion into new geographic locations. Saleem succeeds Erno de Bruijn who is pursuing new opportunities after an outstanding career with LATICRETE.

"Faisal's promotion comes from the unique impact he's made on LATICRETE in his 21 years of experience with the company. He is a strategic leader who articulates a bold vision and implements with great success; at the same time he stays grounded in financial information that levers the company's performance. He is very committed and passionate in developing, coaching and empowering his team members to deliver their best," said Patrick Millot, CEO of LATICRETE.

"His career growth is a testimony to the capacity of LATICRETE to develop its leaders. Faisal's track record of success coupled with his tenure within LATICRETE is living proof that he shares the vision of our founders and will take our company to new heights," said David Rothberg, Chairman of LATICRETE.

Globally Proven Construction Solutions

"I am very excited and honored with this opportunity. My vision is to expand our existing companies and plant the LATICRETE flag in all major countries of the world in the coming years," commented Faisal on his new role.

Saleem moved to the LATICRETE Corporate Headquarters in Bethany, Connecticut, in 2006 and since then has held several positions in the International Division, including Director International Technical Services, Senior Director International Business Development. Most recently as Vice President of the International Division, he was a key player and instrumental in growing LATICRETE from four to 17 operating companies worldwide.

Originally from India, Saleem worked for a LATICRETE distributor in Saudi Arabia before joining LATICRETE in 2000. As one of the critical stakeholders who built, supported and grew the MYK LATICRETE India joint venture set up in India in 2000, he was responsible for the significant growth that resulted in four plants, 22 offices and the addition of more than 600 employees.

Saleem graduated from Osmania University in Civil Engineering and also attended the General Management Program at Harvard Business School. In addition to serving as the President and COO of the LATICRETE International Division, he also sits on the Board of Directors of several LATICRETE companies across the globe and is a member of Young Presidents Organization (YPO). He resides in Cheshire, Connecticut, with his wife Nusheen and sons Daniyal and Danish.

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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 SUPERCAP® System. For over 65 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.

