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**The Next Generation of Leadership Ready to Step Up at LATICRETE North America
*Ron Nash to become North America Division President on July 1***

March 8, 2021, Bethany, Conn. -- [LATICRETE](#), a leading manufacturer of globally proven construction solutions for the building industry, has embarked on a transformation to allow its next generation of leaders to step up. Ed Metcalf, who has been with the company for more than 35 years and has served as President of LATICRETE North America since 2005, will step down and assume the role of Special Advisor on July 1. Ron Nash, currently Senior Vice President of Sales & Marketing North America, will succeed Metcalf as President of LATICRETE North America. Metcalf will work with Nash to ensure a smooth transition and will leave the company by the end of 2021 for a new chapter of his personal and professional life.

“Ron epitomizes the best of LATICRETE’s continuous focus on development and grooming of the next generation of leaders within our own corporate family. His energy, loyalty to our customers and passion for growth have and will continue to serve our company well. When Ed leaves us later this year, we will miss his leadership but are equally excited about what lies ahead for him as he embarks on a new chapter of his life,” said Patrick Millot, CEO of LATICRETE.

“We are so grateful to Ed for his outstanding career with LATICRETE and for developing Ron as a great successor. He will always be a member of our family,” said David Rothberg, Chairman. “Ed’s remarkable

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tenure, as well as Ron's growth within the company over the past two decades, demonstrate that successfully planning and implementing a long-term succession plan is at the core of who we are as a family-owned company."

Edward D. Metcalf started as a LATICRETE Technical Representative in southern California in 1985 and joined the corporate office as Regional Sales Manager in 1993. Nash joined LATICRETE in October 2004 as Regional Sales Manager in Utah. He moved up through the corporation, ultimately being named Senior Vice President of Sales & Marketing, North America, in 2019.

"Just as we place great importance on developing innovative products using the latest technology, we make it a priority to develop home-grown talent that knows our company, our customers and our industry," added Rothberg.

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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.

