



Furnishing Knowledge®

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TONY BESASIE JOINS KI AS CHIEF SALES AND MARKETING OFFICER



GREEN BAY, Wisc. – KI is pleased to announce that Tony Besasie has joined the company as chief sales and marketing officer. In this role, Besasie will oversee marketing and sales initiatives that support KI's growth in education, business and healthcare markets throughout the United States.

"Tony has a wealth of sales and marketing expertise and a creative, growth-focused mindset," said Brian Krenke, CEO of KI. "He's an invaluable addition to the KI team, and we're thrilled to welcome him."

Besasie has nearly three decades of experience in marketing, sales, business strategy and brand promotion, including 15 years of experience in C-level leadership positions. Before joining KI, Besasie served as chief commercial officer of specialty printing company Artemax Inc. Prior to Artemax, he was chief marketing officer of REV Group, where he oversaw marketing for the company's portfolio of 27 specialty vehicle brands.

In addition, Besasie has held executive management positions at marketing agencies Cannella Media, GMR Marketing and Momentum Worldwide. He also spent 13 years at Miller Brewing Company in various sales and marketing leadership positions.

"I'm excited to be joining KI," Besasie said. "KI is an industry leader with a reputation for developing and manufacturing high-quality furniture solutions and providing top-notch service to its customers. I look forward to working with Brian and the entire KI team to pursue new opportunities and deliver substantial growth for the company."

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About KI

KI manufactures innovative furniture and architectural wall system solutions for education, healthcare, government, and corporate markets. The employee-owned company is headquartered in Green Bay, Wis. and operates sales offices and manufacturing facilities in the United States, Canada, Latin America, and Europe. KI tailors products and service solutions to the specific needs of each customer through its unique design and manufacturing philosophy. For more information, visit www.ki.com.