

FOR IMMEDIATE RELEASE: 9/6/2017

Holmes Custom
2021 St Augustine Rd.
Jacksonville, FL 32207
Press Contact(s): Bryan Croft / Libby O'Regan
loreagan@holmescustom.com

Holmes Custom hires Two Senior Level Employees
Company adds Chief Customer Officer and Chief Technology Officer

Jacksonville, Florida -- The Jacksonville-based e-commerce company that retails custom business products and personalized gifts Holmes Custom has hired two senior level employees, Lee Pinkerton and Jim Gruhn. Pinkerton joins as the Chief Customer Officer and Gruhn as the Chief Technology Officer.

“We are already a strong team but with the additions of Lee and Jim, we are in a very strong position,” said CEO and President Bryan Croft. “We’re at the point where we need to accelerate to the next level and bringing in top talent is the surest way to do it. We are set to do about 10MM in sales this year, and with the addition of these two, we expect to be at 20MM in 2020.”



Pinkerton now oversees the servicing strategy and all customer service operations for the company. Prior to joining Holmes Custom, Pinkerton served a Vice President of Customer Experience for Fanatics, the largest retailer of licensed sports merchandise in the world. During

his seven years at Fanatics, he helped to transform the company from \$100 million family owned business to the 30th largest e-commerce company in the world with revenues of over \$1.5 billion. Before Fanatics Lee served in various executive roles for Wyndham, one of the largest hospitality companies in the world. He was also an executive with JP Morgan Chase. Lee has a Bachelor of Arts degree from the University of Delaware.

“Over his 30-year career, Pinkerton has developed a reputation for helping companies build strong service operations and nurturing ‘Customer First’ company cultures,” said Holmes Custom CFO Steven Fernandez. “He’s an incredible asset to our team.”



The second of the hires, Jim Gruhn, joins as the Chief Technology Officer. Gruhn received an MBA in Management of Information Systems from Bellevue University in Bellevue, Nebraska. Previously, he held multiple leadership roles in technology for three top IR100 corporations including billion-dollar Fanatics, Hayneedle, and Oriental Trading Company. Gruhn is an e-commerce and technology veteran who is passionate about leveraging innovative technology solutions to drive substantial growth across the organization.

“Jim will be responsible for defining and executing the technology strategy and overseeing the company's retail and e-commerce systems, engineering, infrastructure, quality assurance, and security,” said Fernandez. “His experience and leadership will be vital for our growth in the next few years.”

The new leaders now manage two teams of 31 employees combined, or 45% of the company's workforce. They join the management team with the Director of Online Sales & Marketing Chris Warren, the VP of Brand Strategy and Creative Libby O'Regan, Human Resource Manager Elena Rend, and Operations Manager Marc Rials. The combined management team, along with the company owners, Croft and Fernandez, are poised to position the company as a true leader in personalized products for home and business use.

About Holmes Custom: Holmes Custom, previously Holmes Stamp & Sign, has been in business since 1954 and is a family-owned and operated company. Serving the Jacksonville business community and the nationwide online market with the largest selection of stamps, signs, name tags, and other custom business products, Holmes Custom also added a line of personalized gifts in 2017. With a commitment to speedy production time, Holmes Custom ships most products next business day and is determined to provide friendly and helpful customer service. Holmes Custom is the parent company to four web brands, Simply Stamps.com, NameTagWizard.com, CustomSigns.com, and Promo180.com. Visit: www.holmescustom.com or call 904-396-2291.

###

2 Photos Attached

P:\HSC stuff\HSC pictures\Buisness photos\Manager Headshots