



HC Brands (formerly Holmes Custom) hires 2 Vice Presidents
Investing in key leadership roles

JACKSONVILLE, Fla., --- HC Brands, formerly Holmes Custom, is pleased to announce the addition of staff in two new leadership positions. Brandi Preston joins as the Vice President of Fulfillment and Logistics, and Jodi Bibler joins as the Vice President of Product & Merchandising. The major hires demonstrate HC Brands commitment to investing in top talent that will help further their mission of revolutionizing the Personalized Product industry through ecommerce, marketing, and technology.

Brandi Preston brings fifteen years of experience in manufacturing and merchandising, holding related positions at Safariland and Venus Fashion, Inc. Her expertise in supply chain and logistics equip her to oversee HC Brands three fulfillment centers (Jacksonville, FL, Austin, TX and Salem, MA). Responsible for managing all inventory, operations, and logistics, Brandi's core focus will be on keeping costs down, while producing more personalized products better and faster than ever.



Jodi Bibler brings twenty years of experience in product development and merchandising, and has held leadership roles at Tommy Hilfiger, Nautica, Kohl's, Victoria's Secret, and Target. With this extensive product management and development experience, Jodi will be responsible expanding HC Brands product assortment and making substantial enhancements to product designs. She will also drive merchandising decisions for products on all ten of HC Brands ecommerce sites, as well as oversee packaging design.



HC Brands now employs over 100 full time employees, but these are the first two additions of Vice President level staff in two years. "I am incredibly excited about investing in our leaders who are going to get us to the next level," says Owner & CEO, Bryan Croft. "We're experiencing rapid growth and these two individuals are our next step in being able to offer even more personalized products to our customers, even faster."

HC Brands prides itself on 10 easy-to-use websites with an unprecedented technology for previewing and designing personalized products. The Company's investments in technology and talent have also enabled them to build an infrastructure to manufacture and ship personalized products next business day. The design experience and speed at which products are received are unmatched in the personalization industry.

For more information, visit www.hcbrands.com or contact Press Office, 904-396-2291

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