



5 Sampson Street, Saddle Brook, NJ 07663
www.nourison.com

FOR IMMEDIATE RELEASE

Press Contact: Giovanni Marra
201-368-6900 x2252
giovanni.marra@nourison.com

Nourison Home Appoints New VP of Sales & President of Broadloom

SADDLE BROOK, NJ — October 9, 2023 – Leading floor covering and home accents manufacturer Nourison Home has appointed Michael Pitman as the new VP of Sales. In this pivotal role, Pitman will lead and oversee the company’s dynamic sales team, furthering Nourison Home’s mission to provide innovative floor coverings and home accessories to the interiors market.

Pitman brings over 40 years of experience in the furniture industry to Nourison Home. Prior to joining Nourison Home, Pitman most recently held senior sales management roles with Ashley Furniture, was the CEO/President of Durham Furniture as well as held executive sales positions with Schnadig Furniture and Lexington Home Brands.

With Pitman leading the sales team, Gerard O’Keefe, former SVP of Broadloom and Sales, will be promoted to President Broadloom and Business Development. O’Keefe has been with Nourison Home for over 21 years and built the company’s successful broadloom business while leading the sales team to greater achievements. In his new role, O’Keefe will focus on continued growth for the broadloom line, product development and innovation. O’Keefe will still support the sales team and Pitman will report to him.

“Michael’s talent and experience makes him the perfect choice to head our sales team. We are confident that he will bring fresh perspectives and strategies that will drive our sales to new levels of success” said Alex Peykar, principal and co-founder of Nourison Home. “Gerard’s dedication to Nourison Home has been second to none. His efforts have helped make our company a leader in our industry. Michael’s sales leadership strengths will compliment Gerard’s enhanced role and position our company for greater long-term growth.”

About Nourison Home

Nourison Home is a leading global floor covering company that produces extensive collections of area rugs, broadloom carpet, and home accessories at multiple price points from low to mid-market to luxury. Nourison Home is one of the few fully vertically integrated companies in its segment, overseeing almost every aspect of the manufacturing process. As a result, the company boasts exceptional speed-to-market, shipping more than 95 percent of its product orders within 48 hours. The focus on customer service has helped Nourison Home become a valued partner within the home furnishings and hospitality industries to both retailers and interior designers. Nourison Hospitality offers high-quality textile floorcovering products in support of a

wide range of hospitality and commercial projects including world-class hotels and resorts, casinos, multi-family residences and country clubs.



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Nourison Home was founded in New York by brothers Alex, Steven, and Paul Peykar in 1980, and remains a family-owned company. Its product assortment includes licensed collections from well-known brands such as Calvin Klein, Inspire Me! Home Decor by Farah Merhi, Nicole Curtis, Waverly, Christopher Guy, and more.

For further details, visit www.nourison.com.

Media Contacts:

Giovanni Marra, VP of Marketing & Creative
T. 201.368.6900 x2252 • giovanni.marra@nourison.com

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