

STRASSER

PRESS RELEASE

Jeff Meehan Appointed President of STRASSER

Joining the company following an extensive career leading kitchen and bath manufacturing companies, Meehan will lead the vanity manufacturer to its next stages of expansion and growth

(Woodinville, WA, July 08, 2022) STRASSER, manufacturer of high-quality, luxury vanities, has hired Jeff Meehan as its new president. Meehan joins STRASSER following a lengthy career in building products and distribution, including sales leadership roles at Canyon Creek Cabinet Company, Wellborn Cabinet, Richelieu Hardware, and Kohler. Most recently, he served as general manager for Encore Cabinets & Millwork.

“Jeff not only brings extensive experience as an executive in the kitchen and bath space, he has a strong track record of success in growing businesses and leading cross-functional sales and operations teams,” said Judy Hedreen, Chair of the Board. “He excels at building a customer-centric culture, developing and implementing process improvements, including lean principles, and coaching sales and customer teams to new levels of service. Each of these strengths

will serve STRASSER well as we continue to seek new avenues toward expansion and steady, calculated growth.”

Meehan’s efforts in growing the business will center around refining operations, implementing process improvements, and leveraging technology to increase production capacity. Part of the process also will focus on nurturing managers and supervisors for future leadership roles and on building trust and enthusiasm among the employee team as a whole.

“Throughout my career, I have helped implement strategies and led teams to improve operations and grow sales. This position provides that opportunity on day one,” Meehan said. “But more important to me personally is the opportunity to chart the course of the company from a strategic level—preserving the legacy of STRASSER while building a new future.”



About STRASSER

STRASSER manufactures high-quality, luxury freestanding and wall mounted wood bathroom furniture across a range of styles, sizes, configurations, species, and finishes, with well over 50,000 product combinations. Each vanity, cabinet, and accessory is crafted in the USA, built to order using cherry, maple, red oak and alder hardwoods sourced in the US and Canada. Engineered finishes meet the strictest regulatory standards. STRASSER prides itself on detailed craftsmanship, including wood dovetail construction, hand sanding, soft-close doors and drawers, and solid-wood legs. STRASSER was founded in 1982 and is headquartered in Woodinville, Washington. For more information about STRASSER, call toll free 1-800-445-0494 or visit StrasserWood.com.

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