



## **PRESS RELEASE**

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**CONTACT:** Sam Everett, APR  
Director of Communications  
(800) 633-3800 x 1118  
severett@olyfast.com

### **OMG Roofing Promotes Two to Drive International Growth**

**AGAWAM, Mass., July 2016** – With the goal of accelerating growth in international markets, OMG Roofing Products has created market manager positions for both Asia and Europe and promoted two executives into these roles. Kingbill Zhao, Asia Market Manager, is based in China and will support the greater Asian market. Lennard Spirig, Europe Market Manager, is based in Switzerland servicing the European market. Both are responsible for all OMG sales and marketing activities in their regions including developing products and services tailored to local market needs.

Kingbill Zhao joined OMG in 2009 as a Roofing Specialist and was promoted to China Sales Manager in 2011, where he was responsible for launching the OMG Roofing Products line in China. Since then, Kingbill has built a sales and customer service organization in China to support the company's rapidly growing business. Prior to joining OMG, Kingbill was the International Department Manager for the China Waterproofing Association (CWA) where he worked with other international counterparts like National Roofing Contractors Association (NRCA), Germany Roofing Contractors Association (GRCA) to market China Roofing & Waterproofing Show internationally. In addition he organized Chinese company visits to in US

and Europe, and worked with organizations like FM Global and FLL to introduce approvals and standards to China.

Lennard Spirig joined OMG in 2014 as Europe Product Marketing Manager, responsible for marketing OMG products throughout Europe. Since then, Lennard has been a great resource for helping to expand OMG's footprint in Europe by assisting system manufacturer partners and by developing new distribution in various European countries. Prior to joining OMG Roofing Products, Lennard spent 10 years as product manager for mechanical attachment with SFS Intec. Earlier he had been an international key account manager based in Mexico.

"OMG's products are designed to enhance rooftop productivity and improve roof system performance," said Web Shaffer, Vice President of Marketing. "Lennard and Kingbill will be highly focused on developing value-added products and services that meet local market needs in order to accelerate our growth in Europe and Asia respectively, and I look forward to continuing to work with these two outstanding individuals."

Headquartered in Agawam, Massachusetts, U.S.A., OMG Roofing Products is a leading global supplier of commercial roofing products including specialty fasteners, insulation adhesives, roof drains, pipe supports, emergency repair tape as well as productivity tools such as the RhinoBond induction welding system. The company's focus is delivering products and services that improve contractor productivity and enhance roof system performance. For additional information, please contact OMG Roofing Products at +1 413 789 0252 or visit [OMGRoofing.com](http://OMGRoofing.com).

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Lennard Spirig



Kingbill Zhao