



Contact:  
Maria F. Oliveira  
Corporate Marketing Manager  
LATICRETE International, Inc.  
203-393-0010 ext. 295  
mfoliveira@laticrete.com

## **LATICRETE Appoints Matthew Carli to Manager, Business Development**

**October 12th, 2016 (BETHANY, CT)** – LATICRETE, a manufacturer of globally proven construction solutions for the building industry, announces the addition of Matthew Carli to Manager, Business Development, to the LATICRETE Marketing team.

Reporting to Sean Boyle, LATICRETE Senior Director, Marketing & Product Management, Carli will take on several responsibilities, including financial forecasting and market research. "With Matt's prior work experience and his extensive management training here at LATICRETE, he brings a well-rounded, comprehensive skillset to the team. I have no doubt he will excel in this position", said Boyle.

Carli began with LATICRETE as a member of the management trainee program in 2013. The LATICRETE management trainee program requires participants to complete rotations of eight core functional areas to acquire a broad knowledge and understanding of the organization and its business units.



Before joining LATICRETE, Carli held a position as Marketing Coordinator for Clean Source Technologies in China, an OEM manufacturer of cleaning equipment. Carli, who received his MBA in International Business from St. John's University in Rome, Italy, is also fluent in Spanish and Italian and has lived abroad in several countries.

Carli lives in Hamden, CT with his wife and son.

### **Globally Proven Construction Solutions**

LATICRETE is a leading manufacturer of globally proven construction solutions for the building industry. LATICRETE offers a broad range of products and systems covering tile & stone installation and care, masonry installation and care, resinous and decorative floor finishes, concrete construction chemicals, and concrete restoration and care including the LATICRETE® SUPERCAP® System. For 60 years, LATICRETE has been committed to research and development of innovative installation products, building a reputation for superior quality, performance and customer service. LATICRETE methods, materials, and technology have been field and laboratory proven by Architects, Engineers, Contractors and Owners. Offering an array of low VOC and sustainable products, LATICRETE products contribute to LEED certification, exceed commercial/residential VOC building requirements, and are backed by the most comprehensive warranties in the industry.

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