



**Media Contact:**

Cooper Koch, (214) 329-9191  
[cooper@coopersmithagency.com](mailto:cooper@coopersmithagency.com)

**LATICRETE Promotes Lori Carriello to Associate Director, Strengthening Strategic Account Group**

*Carriello to focus on growth initiatives and enhancements within the Strategic Account Group*

**February 24, 2017, Bethany, Conn.** -- LATICRETE, a manufacturer of globally-proven construction solutions for the building industry, has promoted Lori Carriello to Associate Director, strengthening its Strategic Account Group. In her new role, Carriello will be assisting with growth initiatives and enhancement of the Strategic Account Group's success, including specialist training, hiring and 4DX implementation.



"Lori has been a reliable and trusted source since joining LATICRETE, and I'm confident she will continue to succeed in her new, and very well-deserved, position as Associate Director," said Susan Dolata, Strategic Account Group Director.

The Strategic Account Group team focuses on national accounts and accounts across a wide-range of industry verticals, including retail, hospitality, medical and food service industries.

Carriello began her career at LATICRETE in 2015 as a Distributor Sales Representative within the Tile & Stone Installation and Care Systems business unit. Prior to joining LATICRETE, Carriello was an independent representative for several flooring industry manufacturers.

**Globally Proven Construction Solutions**

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### **About LATICRETE**

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 over 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. For more information, visit [laticrete.com](http://laticrete.com).

