



# PRESS RELEASE

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## **Brady Adds Management in Idaho and California**

Las Vegas – [Brady](#), a full-line janitorial supply, equipment and foodservice distributor, is pleased to announce Michael Richards to the newly created position of Sales Manager for Idaho and Matthew Huffman to the new position of General Manager for California.

In this role, Richards will manage field sales reps in Idaho including growth and market penetration. He comes to Brady with a vibrant 22-year sales history in telecommunications and most recently at the *Idaho Statesman*. “His innate knowledge of the sales process and driving monthly numbers will be an incredible asset,” says Mark Phillips, General Manager of Brady Idaho. “He will be motivated to working with our reps in the field while driving new business development.”

Huffman joined Brady in 2015 first as a sales representative in Salt Lake City and most recently in Los Angeles as Sales Manager. As General Manager of the branch, his role will focus on day to day operations and distribution logistics.

Brady also welcomes two new sales representatives – Taylor Weston to the Las Vegas branch and David Menicucci to Reno.

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### **ABOUT BRADY:**

Brady has been pioneering the way products and solutions are delivered to facility and foodservice professionals since 1947. At the heart of Brady’s operation is a community-minded culture driven by a workforce of more than 350 employees currently in 15 locations throughout Nevada, Utah, Arizona, Idaho, New Mexico, Colorado, Maryland, California and Texas including its original Las Vegas, Nevada headquarters.

Brady’s approach to partnership is unique by providing integrated customer support, expertise, technical support, and service across a full spectrum of customer needs including extensive facility offerings, complete dish machine and laundry machine service, equipment sales, rentals and service and foodservice supplies. Brady provides these specialized solutions for customers in key commercial market segments including hospitality, education, healthcare, government, building service contractors and more.

In 2017, Brady debuted its formal charitable giving program Brady Shines providing funds for youth- and education-based non-profits in all territories Brady serves. Learn more at [www.bradyindustries.com](http://www.bradyindustries.com).