

SIMONA AMERICA Group appoints Valerie Glover as marketing manager



Valerie Glover, SIMONA AMERICA Group Marketing Manager

[SIMONA AMERICA Group](#) has welcomed Valerie Glover to the company as Marketing Manager. In the position, Glover is responsible for setting the marketing strategy and reaction for the company and its three US-based manufacturing divisions, the press release said. Glover will also lead the marketing team in initiatives to further the reach of the SIMONA brand.

Glover is an experienced marketing and communications professional with a background in

corporation communications and brand management, specifically in global manufacturing and distribution. She has a proven track record of developing successful marketing campaigns, digital tool implementation and product launches.

“I am delighted to join SIMONA AMERICA Group and I look forward to working with this incredibly talented team to advance new marketing initiatives that will contribute to the continued growth and success of the organization in the US,” said Glover.

Alicia Spence, VP Sales & Distribution strategy, welcomed Glover to the team and said, “We are excited to have Valerie as a member of our marketing team. Her passion for marketing and experience with implementing effective digital tools will lead to success in this new role.”

Glover holds an M.S. in Management from Northeastern University and is actively involved in professional associations such as the American Marketing Association and Women in Manufacturing.