



**FOR IMMEDIATE RELEASE**

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## **HOBBS BRINGS WEALTH OF EXPERIENCE AS NEW SOFTLITE VP OF SALES**

*Industry veteran to lead dealer channel sales*

STREETSBORO, Ohio | February 17, 2021 - SoftLite Windows & Doors, manufacturer of premier vinyl windows and doors, proudly announces Mark J. Hobbs as vice president of sales. Mark is responsible for leading the SoftLite sales team, developing new business opportunities, and adapting the go-to-market strategy for the company's dealer base.

With more than 30 years of industry experience, Hobbs is well versed in the dealer channel-based sales model. He has a history of increasing revenue, developing training programs, and growing sales volume with companies such as Thermal Industries, Silver Line, and Ply Gem. In 2009, Hobbs joined the SoftLite as a regional sales manager.

"Mark has the insight and acumen to lead SoftLite's sales team. His drive and charisma will enhance the company's ability to meet the needs of its customers as it provides quality, energy-efficient products to its dealers," said Sam Thomas, CEO and executive chairman of Harvey Building Products, SoftLite's parent company.

For more information on SoftLite Windows & Doors, its products, or how to become a dealer, visit [www.soft-lite.com](http://www.soft-lite.com).

### **About SoftLite Windows & Doors**

Headquartered in Streetsboro, Ohio, SoftLite Windows & Doors, a division of Harvey Building Products, manufactures premium, energy-efficient vinyl replacement windows and doors. SoftLite prides itself as a proactive business partner for its dealers, providing a wide array of high-quality products and innovative sales tools to grow their business. SoftLite has won multiple Window & Door Achievement awards over the years and has been an ENERGY STAR® Partner of the Year and Sustained Excellence award winner for seven years in a row. For more information, visit [www.soft-lite.com](http://www.soft-lite.com).

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