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Lori's Announces Two Significant Executive Promotions

PLANO, TX. (May 23, 2024) — On Tuesday, May 21 at a Support Center team-building gathering, Lori's President Jeff Gloor announced the promotions of two valued executive team members. Brandon Glenn, former Senior Director of Marketing and Communications was promoted to Vice President of Marketing and Communications, and Mariel Alarcon, former Senior Director of Finance, was promoted to Vice President of Finance.

Brandon Glenn joined Lori's in 2018. With his keen understanding of market trends, creative flair in campaign development, and unwavering commitment to delivering measurable results, he has played a pivotal role in shaping brand identity, enhancing market presence, and fostering effective communication internally and externally.

Lori's President Jeff Gloor stated, "Brandon has been a tremendous talent for Lori's since joining the team 5 years ago, and has continued to grow and excel with Lori's, most recently heading up creative development for our new website relaunch. I am excited to recognize Brandon and look forward to his continued contribution as head of marketing and communications."

Responding to the news of his promotion, Glenn stated, "I'm honored and excited to step into the role of Vice President of Marketing and Communications at Lori's. Our stores serve as a vital resource for patients, visitors, and staff, offering comfort and convenience. I look forward to leading our marketing efforts to enhance the overall experience and continue fostering strong connections within the communities we serve."

Mariel Alarcon has over 15 years of experience holding various finance and strategy roles within the Consumer Packaged Goods and Retail industries. She joined Lori's in 2020, contributing in an advisory role to the executive team for strategic planning and overseeing financial planning and reporting, capital management, and analytics. Mariel holds a Master's from Columbia Business School in New York and a Bachelor's in both Economics and Spanish from UT Austin.

As Lori's new Vice President of Finance, Alarcon said, "I'm so grateful and proud to be part of a fantastic organization like Lori's that really believes in putting people first. I'm looking forward to continuing to support driving the business forward, and excited for new opportunities to come."

Lori's Chief Financial Officer, Maja Teeple said, "Mariel has proven to be an invaluable asset to our Finance team and our company. She is absolutely deserving of her promotion, and we can't wait to see the amazing work she'll do serving in her new role as Vice President of Finance."

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Lori's Gifts is a national operator of hospital gift shops with over 250 gift shops operating in hospitals across 34 states. Since 1982, Lori's has been the nation's leader in hospital gift shop management. For further information, please email: socialmedia@lorisgifts.com.

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