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Lori's Announces a New Executive Promotion

PLANO, TX. (September 19, 2024) — On Friday, September 6 during the final day of Lori's annual Leadership Conference in Dallas, President Jeff Gloor and Chief Merchandising Officer Doug Lane announced the promotion of a highly valued executive team member. William (Bill) Adams, former Senior Director of Merchandising, was promoted to Vice President of Merchandising.

Bill began his tenure with Lori's in 2018 with a focus on strategic planning and alignment of the supplier community to identify and source products that help to define Lori's Gifts and offer its customers comfort, delight, and value on an everyday basis.

Bill began his merchandising career in the consumer audio and video industry, and has served as a category manager for multiple CPG categories in both public and private companies. Bill has led several merchandising and 3PL teams providing supply chain management for several large national retailers.

Bill embraces the value of data driven planning to improve and execute upon the business needs for the company. Having been key in onboarding and training much of the merchandising team, Bill leads by example in defining the role of a merchandiser at Lori's Gifts.

Lori's Chief Merchandising Officer Doug Lane congratulated Bill on his recent promotion, saying, "Since I joined the company, Bill has been an invaluable resource, supporting our merchandising team and driving our initiatives forward with his exceptional organizational skills and operational knowledge. His ability to execute rapidly has had a significant impact on our day-to-day business dealings."

Mr. Lane went on to say, "I am confident that, with his promotion, Bill will continue to lead in a way that enhances the experience of our guests and supports our field and merchandising teams. I'm excited to see how things will continue to run smoothly and improve under his direction."

Please join Lori's as we congratulate Bill Adams on the well-deserved recognition of his hard work and dedication!

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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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