

PRESS RELEASE



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CONTACT: Sam Everett, APR
Director of Communications
(800) 633-3800 x 1118
severett@omginc.com

OMG Roofing Products Names Two to Product Management Roles

AGAWAM, Mass., April 17, 2019 – OMG Roofing Products has hired Jim Lavallee as product manager for the Adhesives Business Unit, reporting to Adam Cincotta, director of the business unit.

In his new role, Jim will manage daily product management activities for OMG's line of OlyBond Insulation Adhesives, including new product development, voice-of-customer feedback as well as work with the marketing team to develop growth strategies for the adhesives business.

Jim comes to OMG Roofing from LoyaltyEdge, an American Express divestiture, where he led strategy, created a new product development process and implemented various process improvements that resulted in significant revenue growth and cost reductions.

Jim holds a Bachelor's degree in chemical engineering from Pennsylvania State University and an MBA from New York University.

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In addition, Pat O'Connor who joined OMG Roofing Products in 2017 as the Edge Metal Product Manager for the company's Metal Accessories Business Unit, has been named as RhinoBond Product Manager in the company's Fastener Business Unit. He will report to Peter Coyne, senior vice president and general manager for the OMG Roofing Products Division.

In this role, Pat will develop and execute marketing and sales strategies for the RhinoBond product line including product development, and product life cycle management.

Prior to joining OMG in 2017, Pat worked in various roles for Tyco Simplex Grinnell. Patrick holds a Bachelor's degree in industrial distribution and an MBA in marketing, both from Clarkson University.

Headquartered in Agawam, Mass., OMG Roofing Products is a leading manufacturer of commercial roofing products including specialty fasteners, adhesives, edge metal systems, drains, pipe supports and advanced productivity tools. The company's focus is delivering products and services that improve contractor productivity and enhance roof system performance. For additional information, please contact OMG Roofing Products at 800-633-3800 or visit OMGRoofing.com.

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