



Mud Pie Names New Director of Sales and Customer Experience

STONE MOUNTAIN, GA – (March 19, 2019) - Mud Pie is pleased to announce the appointment of Ashley Shaeffer to the newly created position of **Director of Sales and Customer Experience**. Shaeffer will be responsible for all aspects of the B2B customer experience from Sale to Satisfaction. In this new role, she will serve as key liaison between Mud Pie and the OneCoast Mud Pie Sales Division, reporting to Fred Pannek, President of Mud Pie.

Shaeffer joined Mud Pie in 2017 as Director of Customer Service where she has had the opportunity to work closely with the OneCoast field and management team, and directly with Mud Pie sellers. Pannek said that the new alignment of sales and service are designed to streamline and elevate the company's relationship with retailers. "It is important for us to look at the customer experience as a whole, from establishing and protecting the relationship with the customer, to driving the sale, meeting service and delivery demands and ultimately delivering on the Mud Pie Promise," he said.

Ashley's many years of consumer-facing retail experience makes her uniquely qualified to understand the needs and challenges that face today's merchants. She commented, "I am excited for this new challenge and look forward to providing excellence and exceeding our customers' expectations along the way." Mud Pie's Customer Service team will be led by Katie Chapman who will report to Shaeffer.

About Mud Pie

Mud Pie is a lifestyle brand that creates delightful gifts to inspire all of life's sparkling moments. The company began in 1988 with 10 living items and has since grown into an award-winning manufacturer of baby & kids apparel, fashion & accessories, and home décor pieces, all designed to celebrate life's special moments. Mud Pie is based out of Stone Mountain, GA and is available in over 16,000 specialty retailers and department stores worldwide. For more about Mud Pie, visit <https://wholesale.mudpie.com>. Mud Pie...because every day is a gift.

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