

News Release

Contact: Kathy Ziprik
828-890-8065
kziprik@aol.com

Latourette Joins Building Leaders, Inc.

CHICAGO, IL – Building products industry veteran Tom Latourette has joined Building Leaders, Inc. as the organization’s vice president of sales and marketing. In his new position, Latourette oversees the growth of the company’s presentation schedule, marketing and sales efforts, along with expanding consulting and counseling services for Building Leaders, Inc.

“Tom’s expertise in our industry, coupled with his marketing and sales talents make him the ideal addition to help grow our company,” according to Rick Davis, president of Building Leaders Inc. and author of the book, *Strategic Sales in the Building Industry*. “During these difficult economic times, sales people need as much ‘ammunition’ as possible to overcome selling obstacles. Tom is already helping increase the awareness of our services to sales leaders. We’re looking forward to his enthusiasm and industry experiences bringing positive growth to Building Leaders.”

Prior to joining Building Leaders, Inc., Latourette worked for SBR, Inc. (a private holding company for Simonton Windows and Fypon) during the past 15 years. At Simonton Windows he progressed from salesperson to sales manager to serving as the company’s vice president of marketing. At Fypon, Latourette held the position of vice president of sales, overseeing the company’s international sales organization.

A graduate of the University of Illinois, Latourette lives in the Chicago area with his wife and two daughters. He serves as “Nation Chief” of the 200-member father/daughter organization “Indian Princesses” that fosters the strengthening of relationships between fathers and their daughters.

Based in Chicago since 1998, Building Leaders, Inc. has distinguished itself as the premier sales and sales management education specialists in the building materials industry. For more information, visit www.buildingleaders.com or call 773-769-4409.

###