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**FOR IMMEDIATE RELEASE**

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## **SelecTech Appoints Chloe Thomas as Marketing Manager & Sales Operations**

**AVON, MA — February 2026 — SelecTech, Inc., a leading manufacturer of innovative and sustainable flooring products, has appointed Chloe Thomas as Marketing Manager & Sales Operations. In her new role, Thomas will oversee marketing vendors and partners across SelecTech’s business lines, manage workflows, and guide the transition of key initiatives from external support to in-house management.**

Thomas will lead day-to-day marketing operations, including document control, collateral updates, trade show coordination, and core materials refreshes. She will also support the Director of Sales with CRM oversight, sales administration, order coordination, and lead management from initial inquiry through qualification.

A key focus of her role will be strengthening communication with customers, prospects, partners, and specifiers. Her responsibilities include managing email campaigns, coordinating sample kit fulfillment, supporting sales partners, and tracking trade show opportunities. She will also work to implement automation tools that improve efficiency and streamline early-stage lead processes.

Thomas brings a strong blend of creative and operational experience to the position. With a background in graphic design, digital marketing, and project management, she has led website and print design projects, developed lead-generating campaigns, and supported cross-functional teams from concept through execution. Her experience includes website development, SEO strategy, and digital campaign implementation aimed at driving measurable growth.



“Chloe brings both creative insight and operational focus to our team,” said Tom Ricciardelli, President of SelecTech. “Her ability to turn strategy into action will help strengthen our marketing processes and better align them with our sales goals.”

SelecTech flooring is available in a wide range of colors for commercial and industrial applications. For more information or to request samples, call 508-583-3200 or visit [www.selectech.com](http://www.selectech.com).

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**About SelecTech, Inc.**

SelecTech is a leader in the manufacture of innovative flooring products from recycled materials. Founded in 1993, the company takes the time to learn from its customers and create ESD, commercial, and residential flooring lines that integrate their needs with some of the “greenest” and most cost-effective products on the market.