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FOR IMMEDIATE RELEASE

BDI Announces Appointment of Sol Garay as President

Strategic Seasoned Marketer to Lead Innovation Brand Beyond its 40 Years

Oct. 15, 2024 – Chantilly, VA – [BDI Furniture](#), a leading designer and manufacturer of innovative modern home furnishings, is pleased to announce the appointment of Sol Garay as the company's new President.

Garay brings more than 25 years of experience managing home furnishings and consumer goods businesses. Throughout her career, she has played a pivotal role transforming iconic brands like McCormick, Williams-Sonoma Home, Pottery Barn, and Gap. At Williams-Sonoma, Garay was instrumental in revitalizing one of their major brands, significantly expanding their business.

Her journey in home décor began in her youth, inspired by her mother's home décor shop where she started working at just 13 years old. "From a young age, I developed a deep appreciation for how beautifully designed spaces can enhance everyday living," said Garay. "This early exposure shaped my passion for design, which has been a driving force throughout my career."



Prior to joining BDI, Garay held the position of VP Global Creative & Brands at McCormick Inc, where she led teams responsible for all marketing campaigns. During her tenure, she successfully grew the global brand portfolio and strengthened McCormick's strategic and creative capabilities.

"Sol's extensive experience in product marketing, global brand management, and her proven ability to lead high-performing teams make her an exceptional addition to our team," said Bill Becker, CEO, Founder, and Design Director of BDI. "Her leadership will be instrumental in guiding our company's growth and innovation as we move beyond our 40th year in the industry."

As President of BDI, Garay will report to Becker and will oversee all business operations. In her new role, Garay will bring her expertise in strategic planning,

product development, and brand management to strengthen BDI's position in the market and accelerate the company's growth.

"I am thrilled to be joining a company that is so dedicated to innovation and design," said Garay. "BDI's commitment to creating functional, beautifully designed furniture deeply resonates with me, and I look forward to working with the team as we continue to grow the brand."

Garay's will join the BDI team at the October High Point Market in the company's showroom, located in the IHFC Design Center, #724.

About BDI:

BDI is a premier designer and manufacturer of innovative home furnishings. Guided by the philosophy that everything has its place, BDI furniture seamlessly integrates original design with innovative function to elevate home and office environments. BDI products are available through leading furniture and electronic retailers across the United States, Canada, and abroad. With a commitment to thoughtful design and innovative functionality, BDI continues to redefine the way we live and work in modern spaces. www.bdiusa.com