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MLILY TO BOLSTER DIGITAL MARKETING PLATFORM WITH APPOINTMENT OF INDUSTRY VETERAN RYAN FARBER

KNOXVILLE, Tenn. – Leading mattress manufacturer, MLILY USA, has turned to home furnishing veteran Ryan Farber as its new vice president of marketing. He will manage all aspects of the department for the company, with a special focus on expanding the brand’s digital platforms.

Farber has significant home furnishing industry experience, both as the former director of marketing for Amini Innovation Corporation (AICO) and earlier in his career as executive director of the West Hollywood Design District.

At AICO, he revamped the marketing department, streamlined operations, and implemented new tools and technologies. He also developed relationships with e-commerce sales agencies to integrate products onto various e-commerce platforms and oversaw the company’s advertising efforts.

At the West Hollywood Design District, he created new marketing techniques leading to greater collaboration between businesses to increase referrals and membership, and boosted brand awareness for the organization.

Just prior to joining MLILY, he was vice president of marketing for Novis Health, a functional medicine company that helps its members achieve long-term wellness through behavioral, lifestyle and nutritional changes.

“Ryan is a marketing thought-leader who combines experience in the home furnishings industry with the advantage of also having worked in other industries. That is a tremendous plus

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MLILY NEW VP OF MARKETING
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for us as we grow our organization,” said Glenn Kobylarczyk, executive vice president of MLILY USA.

“This is a transformational time for the sleep products industry, and I am excited to join a company that truly is a leader in the science and innovation of the category. We have a unique opportunity in the current marketplace, and I look forward to supporting the growth of the business with a more comprehensive marketing program, I couldn’t be more excited to help propel MLILY forward and help them reach their full potential. The support and willingness at the executive level to invest in building the MLILY brand has been tremendous,” said Farber. “For me, it’s all about making sure the business and brand keeps moving forward, visualizing what the future can be and making it happen.”

Active in his local community for more than a decade, Farber is a volunteer with United Cerebral Palsy (UCP) Wheels for Humanity, a non-profit that increases access to mobility for children, teens and adults with physical disabilities in underdeveloped countries. He helps refurbish donated wheelchairs, which are sent to these countries to help people of all ages in need of mobility.

Farber received his bachelor’s degree in business administration from the University of California, Riverside, and a master’s degree in business administration from Pepperdine University in California. He resides in Los Angeles, California with his family.

MLILY USA is the North American mattress and pillow company of Healthcare Co., Ltd. Based in Knoxville, Tennessee, the company manufactures mattresses, pillows and sleep accessories in state-of-the-art factories located in China, Thailand, Serbia, Arizona and South Carolina, which span more than 7 million square feet. With products sold worldwide, MLILY also holds a unique global strategic partnership with Manchester United, the leading sports brand and popular soccer team located in the United Kingdom. As part of the partnership, MLILY provides the team’s training complex with mattresses and other sleep products. For more information, visit www.MLILYUSA.com.