

New Red Thread CEO, Jeff Keener, to grow regional sales by thinking locally.

Red Thread is pleased to announce that Jeff Keener has assumed the role of CEO at this New England based integrated interiors dealership. A thirty year veteran of Steelcase, Jeff has relocated to Boston from Bloomfield Hills, Detroit, and began work at Red Thread on September 22nd.

Throughout his career, Jeff has accrued a considerable amount of sales, sales leadership and dealer experience. He joined Steelcase in St. Louis, and continuously grew his responsibilities by working with customers, dealers and influencers. From 2006 to 2009, he successfully led the Central Region, at the time one of Steelcase's largest sales areas. Later roles in Steelcase's Corporate Strategy and Channel Development groups strengthened his strategic acumen and understanding of dealer economics. Jeff will join a highly experience leadership team at Red Thread and build upon a strong regional foundation with sales of \$250 million and locations in MA, CT, VT, NH and ME.

Although Red Thread is the only dealership that Steelcase owns and operates in North America, it has always operated independently and has built a broad portfolio of furniture, audiovisual, technology, flooring, lighting and architectural products and provided integrated solutions for the corporate, healthcare and education markets.

As Red Thread's new CEO, Jeff will bring a strong external focus to the role. His curiosity about customers and passion for supporting organizational change through a transformative workplace will drive him to lead every aspect of our business with a customer driven focus. "Think regional, act local," says Jeff, as he described Red Thread's core mission to leverage our teams and capabilities across New England to help our customers connect their business goals and culture with their workplace strategy.

"Customers are challenged to think about their spaces in an effort to attract the best people, foster innovation and support their culture. And, I believe Red Thread is uniquely positioned to help create engaging workplaces because of our broad capabilities. I love the fact that our company is made up of really diverse teams with the experience and expertise to help customers think differently about space and recognize the value of an integrated approach to workplace interiors. My goal is to ensure that we're consistently listening to our customers and sharing our story."

Jeff will also focus on leading Red Thread to become an exemplary place to work, cultivating a collaborative culture and energetic environment, one that is customer focused and supports innovative employee initiatives. "I see it as my job to help create an environment where our people can do their best work. In my first weeks I've recognized that we have great people and it's my role to help unlock our potential by supporting them. I know I want to work in a high energy environment and be around people who want to win. The spirit of a place is really important to me."

Originally from Akron, Ohio, Jeff is a graduate of the University of Cincinnati and Washington University in St. Louis.

About Red Thread:

Red Thread is a New England regional enterprise supporting workplace needs through a broad portfolio of products and services. We help corporate and institutional customers to create an exceptional work experience by integrating interior architectural systems, furniture and, technology. Red Thread Spaces LLC is a wholly-owned affiliate of Steelcase Inc.

About Steelcase:

For more than 100 years, Steelcase Inc. has helped create great experiences for the world's leading organizations – wherever work happens. Steelcase and our family of brands – including Steelcase®, Coalesse®, DesignTex®, Details®, Nurture®, PolyVision® and Turnstone® – offer a comprehensive portfolio of furnishings, products and services designed to unlock human promise and support social, economic and environmental sustainability. We are globally accessible through a network of channels, including approximately 650 dealers. Steelcase is a global, industry-leading and publicly traded company with fiscal 2013 revenue of \$2.9 billion.



Jeff Keener | CEO Red Thread