

## **CPG Building Products Names Julia Fitzgerald as Chief Marketing Officer for AZEK® and TimberTech® Brands**

Skokie, IL - CPG Building Products announces that Julia Fitzgerald has joined the CPG Executive Leadership team as Chief Marketing Officer, overseeing the AZEK and TimberTech brands. Her main responsibilities will be strategic development of branding and marketing initiatives, market research, consumer advertising, channel strategy, pricing, digital and social media, and integrated communications.

Fitzgerald will work closely with senior company leaders to develop marketing strategies that accelerate AZEK and TimberTech brand growth and product awareness with key audiences. She will also help to implement comprehensive product launches through effective brand building, digital and channel strategies.

Prior to joining CPG, Fitzgerald held key marketing leadership positions in consumer-based product companies. Most recently, as Sylvan Learning's Chief Marketing Officer, Fitzgerald repositioned Sylvan from a heritage tutoring brand to a premier education brand, as well as implemented digital marketing platforms and integrated campaigns to attract new customers on national and local levels. She also previously served as Chief Digital Engagement Officer and Chief Marketing Officer at Sears Holding Company for their Toys, Seasonal, Outdoor Living, and Fitness businesses implementing social media strategies, digital media, mobile initiatives and promotions. Previous to that role, Fitzgerald served as Senior Vice President - Marketing with Vtech, a \$1.5 billion conglomerate in phone systems and educational toys, where she drove high-growth marketing initiatives.



PR Contact: Maureen Murray  
Precise Communications  
Ph: (973) 993-1570  
precise2@optonline.net

Fitzgerald, who holds an MBA in Marketing/International Business from Northwestern University's Kellogg School of Management and a Bachelor of Science in Business from The Ohio State University, was named one of Brand Innovators' Top 50 Women in Brand Marketing in 2013. She will be based in the corporate headquarters in Skokie, Illinois.

**About CPG Building Products:**

Leading the development of premium, low maintenance, exterior building products, CPG Building Products makes and markets the AZEK® and TimberTech® brands to a worldwide audience. With products that offer tangible benefits over traditional building materials, the AZEK and TimberTech product lines span Trim, Decking, Railing, Moulding, Porch, and Pavers backed by more than two decades of manufacturing experience. Both brands, synonymous with quality and innovation, lead their market areas by continually reinventing product lines and redefining entire product categories. For more information about AZEK, visit [www.azek.com](http://www.azek.com) or call 877-ASK-AZEK (275-2935). For information on TimberTech, visit [www.timbertech.com](http://www.timbertech.com) or call 800-307-7708.