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## **MMPI taps Nancy Michael to head marketing for gift and home segment**

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***By HTT Staff -- Home Textiles Today, December 15, 2010***

Chicago - MMPI has appointed Nancy Michael to fill its senior marketing and strategy director post for the gift and home décor industry.

Effective Jan. 3, Michael's new role keeps her in Chicago working directly with Trisha Schultz, marketing director, and the office's entire market team.

Michael will also be charged with coordinating and leveraging marketing activity across all three of MMPI's locations - Los Angeles, Chicago and New York - and working with the company's management teams for the California Gift Show, The Chicago Market and 7 W New York.

Prior to joining MMPI, Michael served for a decade as the director of marketing for tag ltd. Prior to that, she was tag's director of marketing, and earlier served as the company's Eastern regional sales manager assigned to cover tag's independent manufacturer rep agencies east of the Mississippi River and responsible for the relationships with independent retail accounts and other key accounts.

"Nancy Michael has the rare ability to bridge left and right brain thinking," said Joan Ulrich, senior vice president, MMPI. "She is hard driving, analytical and results orientated, while at the same time, she values building relationships, thinking creatively and pushing the envelope. She is a successful industry veteran and we are thrilled to welcome her to the MMPI team."

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