

# THE HIGHLANDS GROUP

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## FOR IMMEDIATE RELEASE

### CONTACT INFORMATION:

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The Highlands Group

**Dateline:** Atlanta, Georgia

Date: April 13, 2010

Subject: Vic Hodges joins The Highlands Group as National Sales Director

The Highlands Group is pleased to announce that Vic Hodge has been named as the National Sales Director for Cleaning and Break Room business. Vic brings a wealth of industry knowledge and success from multiple disciplines primarily within the paper and can liner manufacturing community. Prior to joining The Highlands Group, Vic was with Georgia Pacific, LLC where he held various Leadership roles in Marketing, Sales & Personal Development. As a Category Marketing Manager, Vic was responsible for managing a brand portfolio that included the development and market introduction of enMotion, one of the most successful new product introductions for the Georgia Pacific Professional Business. Vic was also recognized as an APEX award winner for his leadership contribution to the Sales Force Effectiveness Team responsible for the transformation of the G-P Professional Sales Organization. Most recently, Vic was Sales Director for the Office Products Channel where he delivered outstanding results with national retailers and cataloguers for consecutive years.

Prior to joining Georgia Pacific, Vic held various Sales Management roles at Himolene, Inc and James River Corporation and distribution.

In his new role, Vic is responsible for developing sales strategies and driving field execution for the manufacturers represented by The Highlands Group. Bob Ogara, CEO of The Highlands Group commented: *“We feel the Cleaning & Breakroom Category in the Office Products Channel presents an excellent growth platform for our national firm. Vic brings a unique set of leadership capabilities, expertise and industry knowledge that fits well with our strategy of capturing share for our manufacturing partners in the Cleaning & Breakroom category.”*

Vic holds a Marketing degree from the Michael F. Price College of Business at the University of Oklahoma and resides with his wife, Pam in Roswell, Georgia.

For further information, contact Bob O’Gara, CEO at 678 244 3523 or go to our website at [www.thehighlandsgroup.com](http://www.thehighlandsgroup.com)