



## **PRESS CONTACT**

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### **Jon Abt – Co-President**

Since joining the family business full-time in 1998, Jon's largest contribution has been spearheading the store's involvement into e-commerce by creating Abt.com. Officially launched in 1997, Abt.com continues to be the go-to location for Abt's out-of-state customers. Becoming roughly a quarter of all of Abt's business, Jon is always looking to expand and adapt Abt.com in the world of e-commerce.

**Expertise includes: Abt company news, industry related announcements, insights on business related stories and trends**



### **Jennifer Arocena – eCommerce Marketing Coordinator**

Jennifer has been with Abt since 2007 and is a member of the Internet Marketing Department. She manages Abt's social media marketing strategy, which includes presences on Facebook, Twitter, Pinterest, Google+, Flickr, and LinkedIn. In addition, Jennifer handles online vendor marketing and the advertising efforts for The Design Center at Abt.

**Expertise includes: Abt company news, social media trends, marketing trends and initiatives**



### **Josh Davis – Apple Boutique Manager**

Josh joined the Abt team of experts in 2004 as a representative in the Small Electronics Department. Working for the company runs in the family, as Josh's father is a former employee, while his uncle and cousin currently work at Abt. A year after being hired, Josh spearheaded the Apple Boutique opening and now serves as its manager. He has appeared on various local television shows and quoted in national publications.

**Expertise includes: Apple products, technology segments, on-air demo of products, the latest gadget news and trends**



### **Shirley Hood – Appliances Sales**

Shirley has been a sales representative in the Appliance Department since 1994. Customers may also recognize Shirley's voice, as she regularly narrates Abt's radio and TV commercials. In addition to her sales responsibilities, Shirley takes a lead role in Abt's community service initiatives, including the Employee Outreach Program, which collects money year round to buy toys and essentials for the less fortunate.

**Expertise includes: On-air product demos, gift guide segments, appliance industry news and trends**



**Johnny Collante – Executive Chef at Jolane’s Restaurant & Bar**

As the Executive Chef at Jolane’s since its opening, Johnny has been instrumental in the design and expansion of its menus. His passion for cooking began as a child and flourished during his study at a culinary arts school. Since then, Johnny learned to develop his own unique style and flair, which has Asian and American influences. Chef Johnny has appeared on local television shows, demonstrating his cooking skills.

**Expertise includes: Cooking segments and offering recipe suggestions**



**Abe Abrahamian – Custom Audio Sales**

Abe joined the Abt sales team in 1997 after working for a major electronics retailer. Currently, he serves as Abt’s Custom Audio/Video Sales and Systems Designer. Abe’s time at Abt is spent delivering quality, customized solutions for each customer and takes a lot of pride in the hard work done by his team. He truly enjoys his work; from the designing of unique, custom solutions, to installation and customer education.

**Expertise includes: Custom audio and video systems industry trends and news**



**Joe Klett – Custom Kitchens Manager**

Joe is the manager of Abt’s Custom Kitchen Department and joined the company in 1994. When Abt moved to its current location, he played a role in the design of the unique layout of the store, making it a destination location for customers seeking gourmet kitchens and home theaters. Knowing that Abt welcomes evolution to stay in the forefront of trends, he implemented ideas and other ways to keep the store fresh.

**Expertise includes: Kitchen design and appliance industry trends and news**



**Rebecca McShea – Gourmet Shop Manager**

Rebecca has been the head of Abt’s Gourmet Shop since its inception in 2002. Before joining Abt, Rebecca worked at a high-end kitchenware and houseware company as a store manager, where she developed a keen eye and ear for what customers are looking for. Rebecca continues to liven up the Gourmet Shop by staying extremely knowledgeable and current with the newest trends in the culinary world.

**Expertise includes: Kitchenware and housewares industry trends and news**



**Megan Magnuski - Internet & Corporate Sales**

Megan is an Internet and Corporate Sales representative for Abt.com. She began working for the company in 2003, and has always been passionate about sales. Megan is an expert in appliances, electronics and most recently, Abt’s inventory of fitness equipment. You may also recognize Megan as Abt’s representative for tradeshow. Outside of Abt, she is a certified fitness trainer.

**Expertise includes: Appliances, electronics and fitness equipment industry trends and news**



**Steve Shapiro - Phone Sales**

Steve joined the company in 1999 and is the co-manager of the Abt Phone Sales Department which is comprised of over 40 associates in the combined Phone Sales, Internet and Live Chat Departments. With Steve’s extensive knowledge on all things sales, he has become an expert in the fields of both household appliances and electronics.

**Expertise includes: Household appliances and electronics industry trends and news**



**Chad Taylor - Connect Store Manager**

Chad began working for Abt in 2010 as the Connect Store Manager. Today, he still manages the Connect Store, as well as serves as the Computer and Accessory Buyer. Before Chad joined the Abt team, he worked for a big box electronics retailer, where he earned the ins and outs of consumer electronics, specifically computers and networking.

**Expertise includes: Computers, networking, technology industry trends**



**Robert Taylor – Director of Operations**

Robert (Bob) has been a member of the Abt team since 1987, starting on the sales floor. Soon, he worked his way to his current role of Director of Operations, where he oversees all the construction and building that goes on at the Abt campus. Bob was instrumental in the development of the current Abt store, as well as the two previous locations and The Design Center at Abt.

**Expertise includes: Recycling trends, Abt operations**



**Steve Tazic – Director of eCommerce Marketing**

Steve is the Director of the Internet Marketing Department. He joined Abt in 2008 and oversees every ebb and flow of Abt.com's day-to-day marketing strategies and initiatives, including SEO, Paid Search, Affiliate, E-mail and User Experience. Since Steve joined the team, he has met his goals of increasing traffic to the website and increasing conversions.

**Expertise includes: Abt marketing initiatives, Abt.com news and e-commerce trends**