**Eloise Hale is Head of Corporate Communications, North America**

Hale is responsible for overseeing and executing strategic communications to support Electrolux operations in North America while adding global value to the AB Electrolux brand. She leads and oversees all North American media, government and community relations, employee engagement and industrial operations communications.

Prior to joining Electrolux, Hale was the Communications Executive supporting the Chief Risk Officer and the Global Technology Officer for the Bank of America Corporation. She held communications positions of increasing responsibility at the company beginning in 1999.

She is a graduate of the University of North Carolina, Charlotte with a bachelor’s degree in English Literature.

**Amie Guy is Vice President of Marketing, EMA NA for Electrolux Major Appliances North America**

Guy is responsible for a 40 person team of marketers across the United States and Canada. The team consists of Digital Marketing, Brand and Product Marketing, Consumer Insights, Trade Marketing, Media, Commercialization and Training.

With over 20 years of United States and International experience in the consumer goods industry, prior to joining Electrolux Guy was the Senior Brand Director of Snyder’s-Lance Inc. She also served at the Senior Brand Manager for Nestle USA for over eight years.