



**Media Contact:**

Catherine Minervini

917.579.4058

[catherine@greenowlstudio.com](mailto:catherine@greenowlstudio.com)

**PRESS RELEASE**

**Marketing Contact:**

Lyndsay Johnson

949.610.6546

[LJ@boundbymarketing.com](mailto:LJ@boundbymarketing.com)

***Fuse Alliance Taps Mike Hutton as Senior Vice President for Fuse Commercial***

**Laguna Niguel, CA [January 6, 2016]** – Fuse Alliance, a member-owned organization of professional, commercial flooring contractors, is pleased to announce that Mike Hutton has joined the Fuse Alliance leadership team as senior vice president. With more than 10 years' experience in the flooring industry, Hutton has extensive experience in sales, business development and communications. Hutton will be responsible for building and managing Fuse Commercial, the organization's highly successful national contracting initiative specializing in senior living, retail and hospitality flooring installations across the continental U.S. and Canada. Fuse Commercial, exclusive to the Fuse Alliance network, engages dealer partners throughout North America to provide a one-flooring source to end users.

"Because our organization is built on the strength of our network partnerships, our national accounts business has gained momentum in recent years," said Geoff Gordon, executive director of Fuse Alliance. "Mike's knowledge of our industry combined with his experience working directly with end users will take Fuse Commercial even further. We are thrilled to have Mike as part of our team."

Hutton held the position of Director of InterfaceSERVICES™ for almost 10 years. Hutton's key responsibilities focused on the financial, retail and privatized housing segments, which produced over \$23 million in annualized revenue. In addition, Hutton oversaw the building of the company's network of qualified labor partners. With experience in sales and business development, Hutton held management positions with Interface Americas, Tradewell, Qcorps and Bell South. Hutton is a graduate of the University of Iowa with degrees in Business Communications and Marketing as well as a graduate of a number of executive leadership programs.

***About Fuse Alliance***

*Fuse Alliance is a member-owned organization of professional, commercial flooring contractors. With more than 70 companies in over 140 locations across the United States and Canada, the organization's member*

*businesses represent approximately \$1.2 billion in sales and services. Fuse Alliance is made up of a unique network of flooring experts with a combined experience that spans across flooring product knowledge, installation expertise, and a keen understanding of meeting the environmental requirements of today's market. Fuse Alliance's governing body is an executive Board of Directors made up of 17 Member business owners. Through its member network, Fuse Alliance is dedicated to serving the North American market and member businesses can be found throughout the United States and Canada.*

[www.fusealliance.com](http://www.fusealliance.com)

###