

Peter Gareth Wallace Named Manager of Business Development

May 05, 2020

Pflugerville, Texas - May 05, 2020 - PRESSADVANTAGE -

Fairfield, Iowa? Aeron Lifestyle Technology co-founder and Chief Financial Officer Monica Hadley announces Peter Gareth Wallace has joined the company as manager of business development at headquarters in Fairfield.

Founded in 1996 with the invention of the Drive Time brand automotive aromatherapy diffuser, AERON is a world leader in the design, engineering and manufacture of aromatherapy and fragrance devices for home, office and car for its own brands, as well as major private label customers. In addition to the Fairfield headquarters, the Company?s global footprint includes offices and manufacturing operations in Mason City, Iowa; Pflugerville, Texas; Mexico City, Hong Kong and Guangdong Province, China.

Wallace joins Aeron with a rich track record of success in e-commerce, business development, and operations management. Most recently he led Fairfield-based Amrita Aromatherapy?s marketing team and was instrumental in reviving the website and digital marketing and increasing 4th quarter e-commerce revenue.

Earlier, with Fairfield-based Overland Sheepskin Co., he optimized the company?s e-commerce experience to support the launch of over 1,000 new products online, resulting in significant sales increases over three consecutive years.

Wallace?s tenure as operations manager with Fairfield Organics LLC (DBA Heavenly Organics) ? Longmont, CO, also resulted in a revitalization of factory operations and marked increases in annual sales.

Other career experience includes over four years with Ayus GmbH in Buhl-Baden, Germany, where Wallace oversaw the launch of a new brand of over 200 aromatherapy, cosmetic, and perfume products; project management for Maharishi Ayurveda Products International (MAPI) ? Fairfield, IA & Colorado Springs,

CO; and teaching Transcendental Meditation (TM®) in Guyana and Suriname (South America) for the David Lynch Foundation, New York, New York.

Wallace holds a master's degree in business administration and a doctorate in business management from Maharishi International University.

As the COVID -19 crisis subsides, Wallace will assist the Aeron management team of Hadley, Chief Executive Officer Patrick Kosar, President Nate Orme-Johnson, and Associate Vice President of Asian Operations Alex Leung, with the company's plans for significant expansion into its third decade.

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AERON Lifestyle Technology, Inc.

We turn ideas into ready-to-manufacture designs; raw materials into finished products; and the scents of nature into aromas for home and auto.

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