



Alejandra Rojas Named Human Resources Generalist at AERON Lifestyle Technology, Inc.

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FAIRFIELD, IOWA ? AERON Lifestyle Technology, Inc. announces Alejandra Rojas of Mount Pleasant Iowa has joined the company as human resources generalist.

In this role, Rojas will assist the AERON management team in all areas of human resources including talent acquisition, employee relations, compensation, benefits, as well as the administration of human resources policies, procedures, and programs.

Founded in 1996 with the invention of an aromatherapy diffuser for cars, AERON today is a world leader in fragrance devices and other lifestyle products for wholesale and retail consumer markets. In addition to white label and private brands, the company has innovated its line of home, office and car fragrance devices in the registered trademarks Drive Time® and Belle Aroma® brands for home, cars, and office.

AERON Co-founder and Chief Financial Officer Monica Hadley noted that Ms. Rojas' extensive experience in human resources, together with her bilingual skills, are great assets for the company as it expands manufacturing operations from locations in the U.S. and China into Mexico City this year.

Alejandra had to hit the ground running here at AERON, helping the company and employees navigate work-from-home, changes in hours, and temporary furloughs brought on by the COVID crisis. We are very appreciative to have obtained her services just in the nick of time," Hadley said.

Rojas is the former operations manager for Inka Travel Tours, LLC of Iowa City where she served for nearly three years preparing and implementing sales plans, budgets, marketing, and communications, talent acquisition, and tour management.

Prior to that, she was an employment manager at JBS USA pork processing, Ottumwa, IA, with responsibilities in human resources, strategic analysis, community relations, Affirmative Action policy, and employment litigation. When JBS acquired Cargill Meat Solutions in 2015, Rojas continued with the new organization.

Other positions have included community relations generalist for Hearth and Home Technologies, and West Liberty Foods, LLC, both of Mount Pleasant; the latter where she began as a temporary service assistant in the human resources department before being hired permanently. She was later named human resources specialist as her responsibilities expanded to incident investigation, job coaching, and OSHA compliance.

Rojas earned a Bachelor's of Arts in Business-Human Resources from DeVry University, Chicago, IL in 2010, and an Associate's Degree in Sales and Marketing from Southeastern Community College, Burlington, IA in 2007. She is currently studying towards an MBA in human resource management at the Keller School of Management, Chicago, IL.

Hadley looks forward to resuming the company's on-going employee expansion plan with Rojas' assistance when the impacts of COVID-19 ease and physical distancing restrictions on workplaces are lifted.

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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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