



Renee Ward Named Brand Manager at AERON Lifestyle Technology, Inc.

August 17, 2020

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Fairfield, Iowa? AERON Lifestyle Technology co-founder and Chief Financial Officer Monica Hadley announces Renee Ward of Fairfield has been named Brand Manager, in charge of launching new products for the Drive Time® and Belle Aroma® brands, as well as providing ongoing sales and marketing support.

Founded in 1996 with the invention of the Drive Time® brand 12-volt aromatherapy diffuser for the car, AERON is today a world leader in the design, engineering, and manufacture of aromatherapy and fragrance diffusion devices for home, office, car, and travel for major national retailers, wholesalers, and private label customers. The company is led by Hadley, CEO Patrick Kosar, and President Nate Orme-Johnson.

Hadley commented, "AERON has long needed someone of Renee Ward's caliber who can focus on our brands, corporate website, and social media presence. She and her dedicated team of designers, writers, and web specialists will be instrumental in ensuring that AERON continues to grow as we move into our third decade."

For 12 years, Ward served BarclayHedge, Ltd in Fairfield as director of communications, overseeing the development of the firm's website and corporate marketing strategy. Her efforts helped to propel the firm to global prominence in the alternative investment space.

Ward's work in developing and executing product marketing initiatives in a data-base suite of products and solutions contributed to BarclayHedge, Ltd.'s acquisition by Chicago-based Backstop Solutions, a software provider to hedge funds, pension plans, foundations & endowments, and private equity firms. Ward continued in her responsibilities after the acquisition as solutions marketing manager for the technology firm.

Prior to BarclayHedge, Ward was a sales associate with LISCO, a telecommunications firm in Fairfield providing technical, customer, and sales support to outside sales managers. Earlier, she was a \$1 million producer for Heartland Real Estate as a certified buyer's agent.

Before relocating to Fairfield from Nashua, New Hampshire, Ward served in various marketing and technical writing positions for a number of companies. She holds a BS in marketing management from Rivier University, Nashua, NH; and is certified in Major League Sales Five-Tool Sales School and Sirius Decisions, a business-to-business customer engagement pathway.

In addition to its Fairfield headquarters, AERON's global footprint includes offices and manufacturing operations in Mason City, Iowa; Pflugerville, Texas; Mexico City, Hong Kong, and Guangdong Province, China.

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For more information about AERON Lifestyle Technology, Inc., contact the company here: AERON Lifestyle Technology, Inc. Jeffrey Smith (641) 472-9643 contact@aeronlifetech.com AERON Lifestyle Technology, Inc. 505 N 3rd St Fairfield, IA 52556 (641) 472-9643 <https://www.aeronlifetech.com/press-releases>

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.

Website: <https://www.aeronlifetech.com>

Email: contact@aeronlifetech.com

Phone: (641) 472-9643

