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Magniflex

MIAMI — Italian mattress brand Magniflex has hired industry veteran **Billy Cur-**



Curtright

tright as its U.S. national sales manager, a new position at the company.

Curtright, who has worked in sales management and marketing in the industry for about 20 years, will oversee Magniflex's plans to expand its retail presence in North America.

He most recently was director of sales for Human Touch, a furniture and specialty sleep products manufacturer. Previously, Curtright was account manager for Norway-based furniture manufacturer Ekornes and national sales manager for Standard Furniture.

"Billy brings a wealth of retail experience to Magniflex, particularly with quality furniture retailers who have historically done well selling our brand," said Magniflex USA President Marco Magni. "He will play a crucial role in positioning Magniflex in the United States as the innovative mattress manufacturer synonymous with Italian craftsmanship and cultivate relationships with retailers who want to offer sophisticated consumers high-quality and distinctive sleep products."