

Susan Butera takes the Marketing Helm at AccuQuilt as Chief Marketing Officer

Omaha, Nebraska, June 15, 2017 (GLOBE NEWSWIRE) -- Susan Butera is ready to take the marketing efforts of AccuQuilt to the next level as Chief Marketing Officer.

Butera brings with her over 15 years of experience in brand building as well as a passion for brand strategy to the company. She says, "The team here at AccuQuilt has done a great job at setting a strong foundation and moving the business forward down the field. I am excited to help them get the ball through the goal line."

Susan knows a thing or two about branding and marketing. She began her career at BBDO Worldwide, the well-known NYC Advertising agency, working on such brands as Hellmann's Mayonnaise, Pizza Hut, Pepsi, and GE. She brings her know-how with her to this position as CMO of AccuQuilt.

When asked how she approaches branding a company, she replied, "For a brand to be successful, it must have a story to tell. My approach to branding is to amplify that story. Some may think that AccuQuilt is in the fabric-cutting business, but I believe it is in the story-telling and memory-making business, because quilts tell stories and preserve a moment in time."

Her last position before joining AccuQuilt was as Vice President of Marketing at Edible Arrangements where she was responsible for overseeing all brand marketing initiatives. That included national advertising strategy and implementation, PR, and social media. She partnered with many other divisions of the organization to align and exceed corporate sales objectives.

AccuQuilt President Greg Gaggini said, "We're thrilled to welcome Susan to AccuQuilt, and feel certain she'll drive our marketing strategy to exciting new places. She's a great fit for the company."

When asked what the most important thing she's learned in her career so far, Susan summed up her philosophy and gave a peek into the reasons behind her success by replying, "That the customer will always guide you on where and how far you can go. It is important to move with your customer, and not fight against your customer's natural trend."

About AccuQuilt—Better Cuts Make Better Quilts

Headquartered in Omaha, Neb., AccuQuilt offers quilters, fabric crafters and retailers a premiere line of fabric cutters, dies, quilting patterns, and other quilt and fabric cutting solutions that help quilters quickly and accurately cut shapes for quilting and fabric crafts. AccuQuilt also offers quilters a wide variety of rich educational resources to enhance their quilting experiences. Cutting with AccuQuilt cutters is a natural evolution of fabric cutting methods. “First scissors...then rotary...finally...AccuQuilt” for fast, easy, accurate fabric cutting. For more information, visit accuquilt.com or call 888.258.7913.