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Lindsey Davis, MAS, Promoted To PPAI Director Of Business Development

IRVING, TEXAS – Promotional Products Professional International (PPAI) has promoted Lindsey Davis, MAS, to director of business development. Davis, who joined the Association in July, previously held the title of Promotional Products Work (PPW) manager.

“As PPAI continues to advance the promotional marketplace, it is important for us to have the right people in the right roles,” says Ellen Tucker, vice president of revenue and expositions. “Lindsey’s experience in leading a revenue- and relationship-focused team along with her background with, and commitment to, this industry makes her the ideal person for this role.”

PPAI’s business development department oversees advertising opportunities and other relationships aimed at connecting member companies to do vital business within the promotional products industry.

Davis will continue to manage PPW Expo – PPAI’s show promoting the industry to distributor-invited clients – in addition to her new responsibilities. As PPW manager, Davis supervised the first-ever PPW Expo on September 29, which featured more than 200 products from nearly 40 suppliers.

A bonus virtual PPW Expo was held Tuesday, and two more PPW Expos are scheduled for spring and fall 2023.

Davis grew up around the promotional products industry. She previously served as president of Solar Advertising, a promo supplier founded by her parents, through the company’s successful purchase by Raining Rose in 2016. As an active volunteer in the industry, she also has served on the Promotional Products Education Foundation’s board of trustees and was the Regional Association Council delegate to the PPAI Board.

Prior to joining PPAI, Davis was director of sales at Raining Rose, where she helped the Iowa-based supplier drive record revenues.

In her new role, Davis looks forward to forging relationships with PPAI members and helping companies drive revenue and value to clients.

“I am overjoyed to be taking on this new role at PPAI. I am lucky to already have an incredible team in place that will help me drive member value to our business services and supplier members,” Davis says. “I look forward to leveraging my years of supplier experience as we develop new products and



opportunities and continue to build out the Promotional Products Work Expo.”

ABOUT PPAI

Promotional Products Association International is the world’s largest and oldest international not-for-profit promotional products association with a 113-year history of serving a membership, that has grown to more than 15,000 corporate members, and advocating for the \$25+ billion promotional products industry with its more than 33,700 businesses and more than 500,000 professionals. For more information <https://ppai.org>.

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