

Maryland Heights, MO, USA - October 14, 2024

New Board at Schattdecor North America

David Sheehan and Matthias Geisler share leadership



Changes in the board of Schattdecor North America consolidate the growth of the leader in surfaces: With the announcement of **Flavio Nunes**' return to Brazil, CEO since 2015, a new team of directors will assume management of the North American unit beginning October 14th, 2024.

The board, which will be shared between **David Sheehan**, CEO (*Sales, Design, Marketing and Communications, Finance, Human Resources*), and **Matthias Geisler**, CTO (*Production and Engineering*), is a response to the growth and consolidation of the company's activities in North America.

In recent years, Schattdecor North America has expanded its production and product development capabilities. The new multidisciplinary management takes on the challenge of continuing the company's growth strategy under the motto: "*One Source. Unlimited Solutions.*"



Flavio Nunes states, *“After 24 years at Schattdecor, I will be leaving this position in July of 2025 to return to my native Brazil. I am sad to leave, but I am proud that there is a renewal in the Schattdecor USA team. Before this change takes place, I would like to thank you. I am grateful for these unforgettable years! I am confident in the capability of our new, multidisciplinary management team, who are primed to move forward with the company’s goals.”*

Nunes has dedicated much of his national and international career to the decorative paper sector. Initially a member of the sales team in Curitiba, he assumed the role of General Manager of Schattdecor Brazil in 2009. His leadership, in addition to increasing production capacity in the printed paper segment and overseeing the acquisition, integration, and modernization of the impregnation plant, has been characterized by the implementation of Schattdecor's growth plans in Latin America, and by his participative management style based on the company’s philosophy of continuous improvement and customer focus.

In 2015, after 14 years of successful leadership in Brazil, Flavio moved to Maryland Heights, Missouri to manage the US team as CEO. Under his leadership, a new lacquering facility was acquired in Lexington, SC, providing additional full-service support to our North American customers. Flavio leaves behind a legacy of sustainable investment for the future, which will be continued by the next administration.



Schattdecor is pleased to announce the appointment of **David Sheehan** as our new Chief Executive Officer (CEO), effective October 14th, 2024.

David brings a wealth of experience in the flooring industry to Schattdecor, most recently serving as Senior Vice President of Residential Marketing & Product for Mannington Mills. His extensive background in product management, business development, and strategic planning, coupled with his proven ability to drive innovation and build strong customer relationships, will be instrumental in guiding Schattdecor's continued growth and success.

“We are thrilled to welcome David to the Schattdecor family,” says Flavio Nunes. *“His proven leadership skills and deep understanding of the industry make him the ideal candidate to lead our company into the future. We are confident that David will build upon our strong foundation and drive Schattdecor to even greater heights.”*

In his new role as CEO, David will oversee all aspects of Schattdecor North America’s commercial operations, including sales, design, marketing, and human resources. He will work closely with the

Executive Board in Thansau to develop and implement strategic initiatives that drive growth and profitability.

“I am honored to join the Schattdecor team and excited to contribute to the company’s continued success in North America,” said David. “Building on the strong foundation established by Flavio and the team, I look forward to driving innovation, strengthening customer relationships, and exploring new opportunities for growth.”

This planned transition allows the new CEO to benefit from Flavio’s mentorship, ensuring a smooth handover.



Matthias Geisler has been our Managing Director for Production & Technology (CTO) since July 2024.

He brings over 20 years of experience to the role, having started his career at Schattdecor as an apprentice and steadily rising through the ranks. During this time, he gained extensive knowledge of printing and production processes, and broadened his perspective by working at international locations in Brazil and Turkey.

Prior to his current role, Matthias served as Head of Coordination Decor Printing for the Schattdecor Group, where he coordinated all printing locations worldwide. This experience, coupled with his proven leadership and deep understanding of the industry, makes him the ideal candidate to drive technological development and progress at Schattdecor North America.

In his own words, Matthias shared, *“I am very excited about this new challenge and the opportunity to innovate and grow our company. The North American market faces many opportunities, and I am confident that through technological advancements we can take a leading role. As our philosophy states, One source, unlimited solutions.”*

His appointment as CTO marks an important step for Schattdecor in strengthening its position as a leader in the industry. Together with David Sheehan, Matthias will manage and develop the two US locations in Maryland Heights and Lexington.

Derick Beitel, Spokesman for the Board and CFO of Schattdecor SE: *“As Flavio Nunes returns to Brazil, we say goodbye to an experienced leader. He successfully contributed to our positive development in the Latin American and North American markets, embodying Schattdecor’s values and instilling them in his team. We look forward to working with the new management team to expand our portfolio and service offerings for our customers. We wish Flavio all the best and the new management team a successful start.”*

This new board structure aligns the North American unit with other governing teams around the world, adopting a strong, shared management model. Through a structured and consistent

transition process, the company maintains its commitment to customers, suppliers, and partners, with a focus on the future.