



## **Baumgartens Names Kwiyoung Baumgarten Vice President and Director of Public Relations**

**ATLANTA (October 16<sup>th</sup>, 2018)** - [Baumgartens](#), an award-winning family business that provides school, home and office supplies nationwide, announced the appointment of Kwiyoung Baumgarten, a fintech and payments public relations veteran of 25 years, as Vice President leading public relations.

In this role, Kwiyoung will provide expertise in marketing communications, social media, and public relations.

“I’m looking forward to supporting a business that has been in the family for four generations,” said Kwiyoung. “As the office supply ecosystem continues to consolidate. I will be focused on learning and implementing the best practices and campaigns for what is going to have us compete and grow.”

Previously, KwiYoung worked part time at Baumgartens for four years helping to launch brands such as PenAgain and Conserve. She helped place the Conserve brand into Officemax and S.P. Richards, and played a key role in positioning Baumgartens to win four major awards from Office Products International, Business Products Association, and The Cox Family Business of the Year Award, which Baumgartens won twice in second place and was named first place winner in 2015.

Jean Baumgarten, Chairwoman of the Board, added, “I am quite hopeful my son and daughter-in-law can work together as wonderfully as my husband and I did for 60 years!”

“Bringing back Kwiyoung’s expertise in public relations after several years working for a Fortune 500 company such as First Data, and leading payments corporation, Verifone, means Baumgartens can benefit from fresh thinking and the newest trends in global commerce,” said David Baumgarten. “It will be a joy to follow in the footsteps of my parents, grandparents and their parents; all husbands and wives working together to carry us to this day.”

### **About Baumgartens**

Baumgartens is a woman-owned family business, supplying unique and useful products to the home, office, school and other markets, and making a difference with thousands of retailers and wholesalers across the U.S.A.

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### **Media Contact**

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