



Steve Jones – Director of Consumer Sales, Rev-A-Shelf

Steve began his career with Rev-A-Shelf in 2006, and handled all of the brick and mortar retail business (Lowes, Home Depot, Menards). In 2012, Steve helped to pioneer the e-

commerce sector of Rev-A-Shelf that today sells to common platforms of Wal-Mart, Amazon, Wayfair, Home Depot, Houzz, Bed Bath & Beyond and others. The challenge was to take 35 years of marketing content, data, photography, etc. and get it to a level that is easily shared across digital platforms in order to conduct the transactions, all while not interfering with our core business of distribution. 7 years later e-commerce is an important part Rev-A-Shelf's overall business and continues to grow at a double-digit pace. E-Commerce has positively changed Rev-A-Shelf's way of thinking, but the key will be to control e-commerce and not let e-commerce control you.