



Jaipur Rugs creates marketing, sales position

CEO speaks with DV on new VP position

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Rug manufacturer Jaipur Rugs has named an executive to serve as its vice president of sales and marketing, a newly created position, according to [Furniture Today](#).

Josh Roberts joins Atlanta-based Jaipur Rugs after having served at Ameriwood, a manufacturer of ready-to-assemble furniture. At Ameriwood, Roberts was a sales consultant.

Roberts has served in executive positions in the confectionary, home furnishings and health and beauty industry. He was vice president of national accounts at Maybelline, as well as director of the Wal-Mart Team for Maybelline-Garnier. Additionally, he was a national sales manager at Russell Stover Candies.

Jaipur Rugs is one of the leading importers of hand-woven rugs from India. The company sells flat-woven, hand-tufted and hand-knotted rugs using ancient techniques from tribal weavers in Northern India.

In his new position at [Jaipur Rugs](#), Roberts will report directly to Chief Executive Officer Asha Chaudhary.

Speaking with DailyVista, Chaudhary said that Roberts will be focused on strengthening the sales force at Jaipur Rugs, as well as coordinating marketing and sales strategies based on the company's initiatives for 2010.

"(He'll be) working with our key existing and new customers in driving short and long-term sales strategies," she said. "Josh will bring dedicated focus and accountability to our goals and strategies."

She said a challenge for Jaipur Rugs is that the company is competing against a tough economy against "some very strong competitors," with limited available dollars from its retailers.