

teachable as well. "When you think you know everything, there's a problem," she said.

MARTIN RAWLS-MEEHAN

CEO AND INNOVATION OFFICER
REVERIE



After a stellar education—including a bachelor's degree from Princeton University, a master's degree from the London School of Economics and a Juris Doctor in Law from New York University—Martin Rawls-Meehan founded sleep technology company Reverie with Tony Chang. There was "and is so much opportunity to radically change the bedding industry," Rawls-Meehan said. "We are a \$15 billion industry that should be \$50 billion. I believe we could achieve that if we could better educate the consumer on the importance and power of sleep." Reverie has been a driving force "behind the innovation of adjustable bases in the past decade," he said. "I love having the ability to make a mark on the industry and people's quality of life through our sleep technology." Because he doesn't have much free time between work and family, Rawls-Meehan said he is a "huge fan of short, ultra-high intensity Crossfit style workouts," which help him stay in shape and relieve stress.

B.J. STEIN

SENIOR VICE PRESIDENT
FILAMENT BRANDS



B.J. Stein, 36, transitioned through several key positions at Taylor Precision Products, now Filament Brands, in Seattle, Wash. Stein joined Taylor in 2013 as director of business development, then moved on to the Metrokane Division as general manager and next became vice president of marketing, adding the Chef'n brand to his marketing duties as well, according to his LinkedIn profile. He has been SVP for Taylor/Filament since April 2016. As his nomination stated, Stein "moved quickly from product to marketing to heading up a major portion of sales ... while navigating company transitions with multiple brands, all with class and tact." Stein is credited with "making everyone's job easier." Before joining Taylor, Stein was a product manager for Oxo.

DIEGO VALERA & VANESSA VALERA NOLTE

CO-FOUNDERS
HOLSTEIN HOUSEWARES



Founded in 2007, this brother and sister team identified a need in the housewares industry for high quality, stylized and functional small kitchen appliances. Since 2010, Holstein has sold six million novelty appliances, kitchen tools and gadgets. "We founded this brand from scratch and have brought fashion-forward design and color to the category," said Vanessa Valera Nolte, who is in charge of finance and marketing. Diego Valera oversees operations and drives sales. "We are on a mission to create products that people love using at home," he said. Holstein Housewares products are currently sold in 16 countries in North America and South America with the help of parent company Distrivalto USA, a supplier and distributor of home solutions—including Pyrex and Correlle—in Latin America. Distrivalto is owned and operated for 35 years by Jose Luis Valera, father of Holstein Housewares' founders. Because

the U.S. economy was weak in 2007/2008, Holstein housewares was launched in Latin America first and then rolled out in the United States five years ago. Holstein Housewares remains the only owned brand under Distrivalto. "The three of us make all important decisions together," Valera Nolte said, adding that the secret of their success is their close family ties and commitment. "We respect each other's expertise and trust each other's strengths."

MEGANNE WECKER

PRESIDENT AND CHIEF CREATIVE OFFICER
SKYLINE FURNITURE
CO-FOUNDER
CLOTH & CO.



Meganne Wecker's grandfather founded Skyline Furniture in 1946 in Chicago, where the furniture industry was based at that time, Wecker said. Once the industry moved to North Carolina, Skyline remained in the Windy City and focused on catalog retailers, and then, more recently, online. With the 70-plus year heritage of Skyline behind her, Wecker continues to expand the company's reach, looking for new avenues in which to grow. Last year, she teamed up with design entrepreneur Christiane Lemieux to launch Cloth & Company, a home furnishings brand that utilizes digital printing to produce customizable textiles at unmatched delivery times. The new brand has already launched furniture collaborations with Oh Joy! and Apartment Therapy.

JONATHAN YARAGHI >

CREATIVE DIRECTOR
SAFAVIEH

Of all of the aspects of his job, one of Jonathan Yaraghi's favorites is when he sees Safavieh product in someone's home—or the evidence of it, in the form of empty Safavieh boxes on the street. Between 30,000 and 40,000 items are shipped from the company every day. Yaraghi grew up in the family business and attended his first Atlanta International Area Rug Show when he was a teenager. He's officially been with the company for 12 years, including five in the retail division. "A large part of me is connected to this business." He names developing the content and user experience on its website and expanding the Safavieh brand into Europe among his accomplishments, as well as "bringing the total home experience to the Safavieh brand." While he travels a lot for Safavieh, Yaraghi likes to travel personally as well, and at press time was getting ready to head to the rainforest in Ecuador to recharge.

SANTHI YARLAGADDA

VICE PRESIDENT OF BUSINESS DEVELOPMENT
KAS RUGS



Santhi Yarlagadda and her sister worked outside the family business—both in finance, incidentally—before coming into the fold at Kas Rugs. For Yarlagadda, when the company wanted to expand its distribution to e-commerce the conversation to join the business started. She joined the company in 2003. Since then, Yarlagadda has focused on generating new business, including other distribution channels and licenses. Last month, through its relationship with Steelyard, Kas opened its line to interior designers for the first time, she said. Part of the challenge is keeping up with the consumer, she said, so she's always researching market trends. "Idea generation is huge for me. It's been an incredible journey," she said. Yarlagadda also serves on the board of industry organization ART. ●

