



**IMMEDIATE RELEASE**

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## **Plum Grove Names Kara Lineal as President in Expanded Role**

Hoffman Estates, IL • December 16, 2019 – Plum Grove Inc., a growing printing and marketing company in the Chicagoland area, recently appointed consumer products industry veteran Kara Lineal into the expanded role of President and Chief Marketing Officer. In this new role she supports Plum Grove’s business growth, provides marketing strategy and consulting services for clients, and oversees the digital experience for the Plum Grove brand.

“Ever since Kara joined Plum Grove in 2018, she has used her background in marketing, customer service and technology in corporate America to advance Plum Grove’s business,” said Peter Lineal, founder and sales manager of Plum Grove. “We are thrilled in terms of the expansion of services we now offer and our innovative approach to helping our clients grow their businesses. We are also thankful for her relentless dedication to making our business more automated.”

Kara Lineal has spent the last 16 years with industry-leading consumer brands that serve global retailers and ecommerce storefronts. Lineal has a proven track record developing brand-building campaigns, launching e-commerce channels, and delivering award-winning product launches. “From Champion brand sport bags and Jockey brand bedding, to consumer electronics, mobile apps and smart home sensors, my career has spanned a broad range of product development, merchandising and digital marketing,” says Lineal. “Bringing this experience to the traditional B2B printing industry makes Plum Grove uniquely qualified to expand its online presence and digital client services offering. It’s exciting to have such diverse marketing capabilities in our toolbox!”

Lineal’s promotion comes as Plum Grove enjoys growth in both volume and services. The company is investing in new equipment, more office space and skilled personnel. New services and products continue to be added to the mix with a focus on “tra-digital” marketing – combining digital marketing campaigns with traditional printed solutions to maximize results and ROI.



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Plum Grove Inc. empowers businesses to connect with the world, tell their story, build their brands, and promote growth through custom printing and marketing solutions. With over a million ways to market your business, Plum Grove's diverse product array includes printed items, promotional products, trade show booths, mailing services, web-to-print websites and marketing consulting. With over 38 years of history and experience, and an average employee tenure of more than 15 years, Plum Grove prides itself on both its powerful force of seasoned experts and the strong family values that are the foundation of its culture. The company has been honored for Business Excellence and earned the Illinois Governor's Pollution Prevention Award, recognizing innovation in environmental protection with green-friendly, sustainable manufacturing practices. To learn more about Plum Grove, visit [www.plumgroveinc.com](http://www.plumgroveinc.com).