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The Grommet appoints new Vice President of Engineering, Director of Customer Experience, and Director of Product Management

Somerville, MA: The Grommet (<http://thegrommet.com>), the product launch platform which has discovered and launched more than 3,000 innovative consumer products over the past eight years, announced the addition of two new positions to its engineering and product team.

Ali Aslam (<https://www.linkedin.com/in/aliaslam/>) has joined The Grommet as its Vice President of Engineering. Most recently serving as Principal Software Engineer at clypd, inc., Aslam also has engineering experience from Novetta, NutraClick, Online Buddies, Inc., as well as running his own startup. Aslam has a BS in Computer Science from Clark University in Worcester, MA.

Vanessa Ferranto (<https://www.linkedin.com/in/vanessa-gemma-ferranto-014597b/>) joins The Grommet as Director of Product Management. Ferranto's experience includes Zipcar, WGBH, Boston Globe Media, as well as local technology startups. Ferranto co-founded Boston Women in Product in 2015, serves on the board of the Boston

Product Management Association, and currently teaches Product Management at General Assembly. Ferranto has a BA from Rider University in Lawrenceville, N.J.

Doug Murphy (<https://www.linkedin.com/in/doug-murphy-885616a/>) joins The Grommet as Director of Community Experience. Murphy has held senior roles at American Express across the US and abroad for 15 years, including Director of Operations and Global Account Director. Murphy has an MBA from Thunderbird School of Global Management in Phoenix, AZ.

“As The Grommet’s business continues to develop and expand beyond our community of 3 million supporters as well as serving independent Retailers across the U.S. with The Grommet Wholesale, we are awash in opportunity,” states Jules Pieri, Co-founder & CEO, “Ali, Doug, and Vanessa are the perfect additions to help The Grommet adapt and improve as we grow.”

About The Grommet:

Since 2008, The Grommet has worked with more than 3,000 consumer products every weekday. The Grommet discovers, evaluates, and selects products (or “Grommets”) across 16 categories and amplifies them to its community of more than 3 million people through storytelling, e-commerce, and fulfillment management. Launched in 2014, The Grommet Wholesale works with 10,000 Retailers across the US. For additional information, visit <http://bit.ly/TheGrommetFactSheet>.