

# Share. Learn. Connect.



**collaborative**  
— network —

## The Marketing VP and Director Peer Group

This strategic peer group is designed to support marketing leaders of office furniture manufacturers in the contract interiors industry to learn from each other, share relevant information and resources that build dynamic marketing programs and teams, while creating a community of growth-minded leaders to share ideas and best practices.

Through structured coaching, expert-led sessions, and sharing best practices, this group will foster accountability, knowledge-sharing, and peer-driven support, ensuring participants gain actionable insights to drive their businesses forward.

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### Bi-Monthly Meeting

The group meets every other month in a Peer Group format, offering industry discussions, guest speakers, problem-solving, insights, and interactive sessions with Q&A, & coaching.



### Marketing Leaders

A curated group of marketing leaders that come together to support each other and uplift the industry with best-practices, idea sharing and more.



### Expert Facilitation

This group is led by industry veteran and marketing maven, Erin Torres, who over 25 years developing and implementing branding and marketing initiatives.



### Communication

A communication portal allows for discussions and information sharing in between meetings, as well as a centralized location for additional resources, articles and videos.

## Empowering Marketing Leaders



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The Collaborative is a dynamic initiative dedicated to fueling the growth of emerging small business manufacturers in the Contract Interiors Industry. We provide the essential resources, expert guidance, and a powerful support network to help you scale confidently. By bridging industry gaps, we deliver practical, results-driven solutions tailored to small businesses' unique challenges.

Founded by industry veterans Michelle Warren, Sid Meadows, Julie Dillon, and Erin Torres, The Collaborative brings together decades of expertise and a shared passion for small business success. Our mission is to empower you with the knowledge, connections, and strategies needed to compete and thrive.

Contact us for additional information, pricing, and upcoming start dates of the next cohort.