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## **HCPA Announces Strategic Staff Reorganization**

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Washington D.C. – The Household & Commercial Products Association (HCPA) recently announced a strategic staff reorganization that will better position HCPA to address the changing landscape of the household and commercial products industry to more effectively serve its membership.

Dr. Steve Bennett, a 10-year veteran at HCPA, will lead the Scientific Affairs, Regulatory Affairs, International Affairs, and Strategic Alliances & Industry Relations departments as Senior Vice President, Scientific & Regulatory Affairs. Dr. Bennett will continue to monitor and engage on TSCA implementation and serve on the Environmental Protection Agency's (EPA) prestigious Science Advisory Committee on Chemicals (SAAC).

Nicholas Georges, who serves as the Division Staff Executive (DSE) for the Aerosol Division, HCPA's largest division, has been promoted from Senior Director to Vice President, Scientific & International Affairs. Nicholas has been instrumental in increasing HCPA's international affairs efforts to better understand and address the global issues that impact the household and commercial products industry.

Cassy LaRussa, a five-year veteran of HCPA, has been promoted from Vice President to Senior Vice President, Meetings & Strategic Development. In this newly created role, she will be responsible for growing membership and non-dues revenue through meetings and conferences and continue to strengthen the value proposition of these events, from both a content and revenue generating standpoint.

Ryan Nau, who has been with HCPA for 10 years, will assume the new role of Vice President, Marketing & Member Engagement. Ryan's expertise in creative marketing, video development and website management will help elevate HCPA's profile with existing and prospective members, as well as key industry stakeholders. In this newly created role, Ryan will support efforts to meet 2020 membership retention and recruitment goals and 2020 meetings and conferences revenue and attendance goals.

Allyson Azar has been promoted from Manager to Director of Government Relations & Public Policy for the West Region. In this role, Allyson will continue to navigate legislative and regulatory proposals for 27 states in the Western U.S. She also serves as the DSE for the Industrial & Automotive Division.

Alexandra Hayes has been promoted from Manager to Director of Communications & Public Affairs for HCPA, and Director of Communications & Program Development for the Alliance for Consumer Education (ACE), HCPA's foundation. In these roles, Alexandra manages educational campaigns for ACE that enable consumers to better understand the safety and benefits of cleaning products – as well as strengthening media relations outreach, member and advocacy-related communications efforts for HCPA.

Hannah Alleman, currently Senior Project Manager of Ignite Solutions, has been promoted to Executive Director. In this role, Hannah will direct all the Ignite Solutions cooperative consortium management research projects, which are designed to develop and address industry issues through multi-stakeholder collaboration. Ignite Solutions also hired Julia Brotton as a Project Manager.

“This strategic reorganization provides a strong foundation for HCPA to optimize its resources to most effectively serve the household and commercial products industry,” said Steve Caldeira, President & CEO of HCPA. “This strategic realignment will help create a more effective framework for addressing member and industry needs. I am proud of the entire HCPA staff for their continued dedication in advancing the Association’s mission to protect, promote and enhance an industry that is responsible for 200,000 direct jobs in the U.S.”

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### **About HCPA**

The Household & Commercial Products Association (HCPA) is the premier trade association representing companies that manufacture and sell \$180 billion annually of trusted and familiar products used for cleaning, protecting, maintaining, and disinfecting homes and commercial environments. HCPA member companies employ 200,000 people in the U.S. whose work helps consumers and workers to create cleaner, healthier and more productive lives.