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Mark Hyland Biography

Mark Hyland is a seasoned marketing and sales executive with more than 20 years of experience. Mark has enjoyed success providing companies and brands with strong leadership, solid growth strategies, and successful implementation and execution within multiple channels of trade, including special niche markets as well as big box/mass merchant channels. In 2005, Hyland was recruited by a private equity group to lead Handi Quilter as its new president/CEO. Handi Quilter is the leader in marketing and manufacturing of mid-arm and longarm quilting machines, gadgets and accessories. During Hyland's tenure, Handi Quilter has experienced rapid growth and has expanded domestically and internationally by utilizing technology and sound marketing strategies to provide new innovative products and energetic leadership in the highly competitive quilt and sewing markets. Handi Quilter's corporate office and manufacturing facility is located in North Salt Lake, Utah (www.handiquilter.com). Hyland is married to Suzanne Michelle Hyland, a quilt artist and national educator, and has authored a book entitled *Help! I Married a Quilter*, which has sold 10,000 copies with all proceeds going to various quilting charities.