

## DAVID HICKS PROMOTED TO PIERCE NATIONAL SALES MANAGER

BROADVIEW, IL, March 29, 2018 – Pierce is happy to announce the promotion of David Hicks to National Sales Manager. A licensed funeral director and embalmer since 1995, Hicks joined Pierce in 2011 as a sales representative for the states of Kentucky, Ohio and West Virginia. His collaborative approach and dedication to customers was recognized with his earning the Bill Pierce Award in 2014, the top honor for Pierce sales representatives who demonstrate professionalism and above-and-beyond efforts.



“David brings a wealth of experience to this position, not only through his work at Pierce but also as an instructor at two mortuary science colleges and work with industry associations,” said Lance Ray, COO and Executive Vice-President of Pierce. “His knowledge and respect among his colleagues will ensure his success in his new role.”

Hicks earned a Bachelor’s of Mortuary Science from Cincinnati College of Mortuary Science (CCMS) and holds a Master’s of Science in Education from Capella University. After working as a funeral director/embalmer at two prominent Cincinnati funeral homes, he accepted the position of Clinical Lab Manager at CCMS in 2002. From 2008 until 2011 Hicks was the Chair of Embalming Sciences at CCMS where he taught embalming theory, restorative art, clinical labs and various other science courses. He also was an editorial consultant to Robert G. Mayer, Jr. with the 5th Edition of *Embalming-History, Theory and Practice*. In 2013, Hicks was an adjunct faculty member at Mid-America College of Funeral Service where he taught restorative art.

Hicks is active in the industry as a presenter at conferences and is a member of the Ohio Embalmers Association where he serves as Secretary. He also served two terms as Chairman of the British Institute of Embalmers North American Division and is currently a Board Member of the BIE North America. He is also a member of the Michigan Embalmers Society and is past president of the Greater Cincinnati Funeral Service Association - District #5 OFDA.

“I am honored to be named National Sales Manager for Pierce and look forward to working with our sales force to build upon our reputation of excellent service to our customers,” remarked Hicks.