



Eagle Roofing Products Announces Appointment of New Director of Business Development

New Director of Business Development Position Will Facilitate Company's Long-Term Growth Plans in Emerging Markets

Rialto, CA ([PRWEB](#)) February 02, 2018 -- Eagle Roofing Products has announced the appointment of Tyler Allwood as its new Director of Business Development. Formerly the Director of Technical Services and Systems, Allwood assumed his new role January 3, 2018.

John Campbell, Vice President of Sales and Marketing commented, "The enormity and importance of the New Market Development effort required the leadership of a person who possesses a thorough understanding of the roofing industry and a passion for the design professional segment. We created the Director of Business Development position to facilitate our long-term growth plans and it is my pleasure to announce that Tyler Allwood has accepted the challenge to lead Eagle's new market, technical and design professional efforts for many years to come."

Eagle began implementing the multi-faceted initiative in 2015 to seek new growth opportunities and push the existing concrete tile roofing market north of the Sunbelt region. The company has done so by engaging the design professional community in order to create awareness in the non-core markets where tile roofing is a viable alternative to slate, metal, shakes and heavyweight asphalt shingles. Eagle has also implemented a semi-exclusive marketing approach aimed at establishing professional roofing contractors in non-core tile markets who are well versed in other hardscape roofing products.

"I am very excited about my new role as the Director of Business Development for Eagle Roofing Products," said Allwood. "There are enormous opportunities to grow our business in new markets, in new segments and with new and innovative products. Leveraging our successes in core markets to pursue these new opportunities will set the stage for the future of the company and I am fortunate to be a part of this effort."

To learn more about Eagle Roofing Products, visit www.eagleroofing.com.

About Eagle Roofing Products

Eagle Roofing Products is a division of Burlingame Industries, a California based, privately held family organization that has been in the concrete roof tile industry for over 40 years. Founded in 1989 with five employees, Eagle has grown to four manufacturing plants, five design centers and a work force of 700 employees. As the largest USA made, USA owned concrete roof tile manufacturer in the United States, Eagle Roofing Products specializes in providing concrete tile roofing solutions for the building industry.

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