

# HomeChoice Windows and Doors of Chattanooga Hires Cynthia Blackwell as Sales Operations Manager

06 SEPTEMBER 2017, CHATTANOOGA, TENN.

## SUMMARY

*CHATTANOOGA, Tenn. (September 6, 2017) — HomeChoice Windows and Doors of Chattanooga announced today the addition of a new member of their sales and management team. Cynthia Blackwell has assumed the role of Sales Operations Manager, where she will oversee sales, customer service, and management of HomeChoice's premier showroom. Cynthia comes to the organization with a strong background in the custom residential and commercial building industry, as well as strong connections with industry leaders.*

**C**HATTANOOGA, Tenn. (September 6, 2017) — [HomeChoice Windows and Doors of Chattanooga](#) announced today the addition of a new member of their sales and management team. Cynthia Blackwell has assumed the role of Sales Operations Manager, where she will oversee sales, customer service, and management of HomeChoice's premier showroom. Cynthia comes to the organization with a strong background in the custom residential and commercial building industry, as well as strong connections with industry leaders.

“HomeChoice has grown dramatically in a few short years, and bringing Cynthia to the team was a natural progression in service to our customers and expanding our reach into the community. Cynthia has a such a broad background, and her depth of experience – from marketing to human resources to management – makes her uniquely qualified to help us continue and sustain our growth,” says Joey Tubbs, Partner of HomeChoice Windows and Doors of Chattanooga. “We’re fortunate to have found someone of her caliber and experience, and I’m confident that Cynthia will play a key role in providing an even higher level of service to our clients.”

Originally from New Hampshire, Blackwell moved to Chattanooga to attend the University of Tennessee at Chattanooga, where she earned a degree in child and family studies. After working in development and fundraising for First Things First, she turned her career to event marketing and community relations. Cynthia moved to the Home Builders Association of Greater Chattanooga in 2013 as their events and communications coordinator. Her responsibilities continued to grow, and she served as Interim Executive Officer where she managed daily operations, including budget oversight, outreach, and business development while spearheading several community-wide events.

Working for HomeChoice of Chattanooga and the Home Builders Association is not Cynthia's first introduction to the building industry. She comes from a family that has always been part of this

business – including several family members who are engineers and who own construction companies that focus on residential and commercial remodeling.

“I’m excited for this great opportunity to be part of a team that’s experiencing such growth within Chattanooga’s building industry. There are so many details that go into building a business or residence, and it’s wonderful to see our products create exactly the look our clients want while giving them complete confidence in the quality of our materials,” says Blackwell. “I have such an appreciation for what it takes to make a house a home – and I’m passionate about helping our clients bring their vision to life.”

“We’re committed to exceeding our customer’s expectations of quality and service, and this new position will allow us to refine our sales processes, provide even more one-on-one collaboration on custom projects, and continue to be the industry benchmark in Chattanooga for premium windows and doors,” said Tubbs. “We’re happy to have Cynthia on board.”

### **About HomeChoice Windows and Doors of Chattanooga**

HomeChoice is the area’s leading provider high-end, customizable doors and windows. Specializing in making homes great with exceptional materials and personalized design service, we offer the best window brands for any use – for new construction or renovation for home or business. We’ll help you select and install the right windows and doors that will add curb appeal, bring beauty and light to your space, increase energy efficiency and reduce maintenance. Whether you’re a builder, architect, developer or homeowner, let HomeChoice of Chattanooga make your experience easier. Learn more about our products and services at [www.homechoiceofchattanooga.com](http://www.homechoiceofchattanooga.com).

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#### QUOTES

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— Joey Tubbs, Partner of HomeChoice Windows and Doors of Chattanooga.

#### IMAGES





#### SPOKESPEOPLE



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