

## INTEGRA SEATING WELCOMES TRACIE WATKINS AS MARKETING & SALES OPERATIONS MANAGER

Walworth, Wis., December 2025 — **Integra Seating**, a leading manufacturer of high-performance furniture for commercial applications, has appointed Tracie Watkins as the company's new Marketing & Sales Operations Manager.

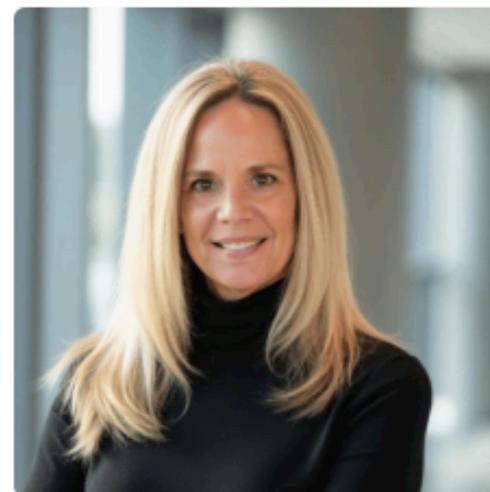
In her new role, Watkins, based in Phoenix, will lead marketing strategy, oversee sales operations, support process optimization, and help enhance internal alignment across departments. She will play a central role in ensuring that Integra continues to provide the responsive service, reliable communication, and high-quality products the company is known for throughout the industry.

Watkins brings more than 20 years of professional experience across the commercial furniture, product marketing, and strategic planning sectors. She joins Integra from Fellowes Brands, where she most recently served as Market Manager, focusing on marketing strategy, furniture solutions, and long-range strategic planning. Prior to that, Watkins spent over two decades with ESI, working as Market Manager and Product Marketing Manager, giving her extensive experience across product development, dealer engagement, and industry-wide sales initiatives.

In addition to her corporate background, Watkins is also the Co-Owner of Firehouse Concessions, a family-run business benefiting firefighter charities, reflecting her long-standing commitment to community impact and service. Her blend of corporate expertise and entrepreneurial leadership positions her uniquely to strengthen operational efficiency, drive strategic growth, and elevate customer experience across Integra's sales and marketing efforts.

"We are thrilled to welcome Tracie to the Integra team," said Chandra Putnam, President of Integra Seating. "Her depth of industry knowledge, strategic mindset, and ability to build meaningful, collaborative relationships make her a valuable addition to our organization. Tracie brings the exact blend of experience and forward-thinking leadership that will help Integra continue to grow while delivering exceptional support to our customers, reps, and partners."

To learn more about Integra, please visit [www.integraseating.com](http://www.integraseating.com).



*Tracie Watkins, Marketing & Sales Operation Manager*

### About Integra

Located in Southern Wisconsin, Integra Inc. is a family-owned and women-owned and operated company that has been designing and manufacturing seating and tables for lounge and reception areas since 1982. The company started with Monroe Putnam's patented "tube and plug" inner construction design. Now led by Chandra Putnam, Integra has grown into an industry leader that accommodates each customer's and end user's unique requirements, continually adding new products to the portfolio that exceed customer expectations. Integra sets the standard for products with functional style, durability, flexibility, and first-class customer service. With a focus on durability and minimizing environmental impact, all Integra seating lines have replaceable components to provide a more sustainable and cost-effective solution for any facility. More information is available at [www.integraseating.com](http://www.integraseating.com)