



## **AHEAD Names Chuck Lord Chief Creative Officer**

*Company's first-ever employee in '95 named to new post*

**NEW BEDFORD, Mass.** (Jan. 16, 2015) – Chuck Lord has been named Chief Creative Officer at AHEAD, the innovative headwear, apparel and accessories company that has been built around graphic design, eye catching ornamentation techniques and pioneering products. In 1995, Lord was the first-ever employee hired by the company, which is celebrating its 20<sup>th</sup> anniversary this year.

Over the course of Lord's tenure at AHEAD he has held a series of progressive positions, most recently assisting and ensuring a smooth transition from private ownership to become part of the New Wave family of companies. For more than 17 years, Lord was Director of Art and Design, the position to which he was originally hired at AHEAD.

"As our customers know and appreciate about AHEAD, creativity is the essence of what we're all about," said Anne Broholm, CEO of AHEAD. "During my tenure at AHEAD, the need for a dedicated Chief Creative Officer has become apparent. Chuck is well known in the industry for his creative talent and this focus on leading the efforts of our creative and products team is exciting for AHEAD and for our customers."

Prior to joining AHEAD, Lord worked as a graphic designer for Universal/Logo 7 where he designed licensed headwear, and later Starter Sportswear as both a graphic designer and product manager. He graduated in 1990 with a bachelor's degree in Graphic Design and Illustration from University of Massachusetts Lowell.

For additional information about AHEAD, visit its website at [www.Aheadweb.com](http://www.Aheadweb.com).

### **About AHEAD | [www.aheadweb.com](http://www.aheadweb.com)**

Founded in 1995, AHEAD is a multi-dimensional brand with a proven track record of success distributing headwear, apparel, and accessories to the green grass, resort and corporate markets. Its single focus of providing quality products, with innovative, high-quality design, and merchandising concepts has led to 19 years of continued growth and expansion. AHEAD is a leading supplier of headwear to the USGA, PGA of America, Ryder Cup and numerous PGA Tour events in addition to more than 5,000 green grass and resort shops throughout the world. Among active professional golfers who wear AHEAD gear on the course are Jim Furyk, Sean O'Hair and Brittany Lincicome. Golf legends Arnold Palmer, Jack Nicklaus, and Annika Sorenstam wear AHEAD exclusively.

###

**Media Contact:**

Karen Moraghan  
Hunter Public Relations  
[kmoraghan@hunter-pr.com](mailto:kmoraghan@hunter-pr.com)  
908/963-6013