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## **WFCA Announces New Senior Executive Director of Technology and Research**

### ***Hailing from Mohawk Industries, Lewis Davis Brings A Vast Amount of Experience in Technology and Research***

May 30, 2019 – DALTON, GA – The World Floor Covering Association (WFCA) is pleased to announce the appointment of Lewis Davis as the organization's new Senior Executive Director of Technology and Research. In his new role Davis will be the primary lead for all initiatives involving the flooring industry's Floor Covering Business to Business (fcB2B) program.

"The fcB2B program continues to bring together leaders who work together on the development of business to business (B2B) technology designed to benefit all entities in the flooring industry," said Scott Humphrey, Chief Executive Officer. "We're exceptionally pleased that Davis has taken on this leadership role. His broad knowledge of technology and research coupled with years of experience working with the fcB2B program positions him to lead us into the future. His passion and commitment to our efforts, and his deep knowledge of our work will enable him to plan more effectively for the future, expand the technology, and introduce innovative approaches to B2B industry standards."

Davis has a long history with the fcB2B program. He first got involved with EDI/B2B when he joined Mohawk Industries in 1996, as the software developer in their EDI department. He later became the manager of the EDI team and was asked to participate along with other industry representatives in forming the initiative which later became known as fcB2B. Davis was instrumental in the development of the original standards documents and has chaired and co-

chaired multiple sub-committees over the years. After a brief departure from the industry in 2012, he rejoined Mohawk in 2018 and once again became active in the fcB2B program. Davis is a native of Chattanooga, TN and now resides in Ringgold, GA with his wife Dawn and their two children.

“I am excited to lead the fcB2B group into the future. I have witnessed the standards grow and mature since the inception and look forward to continuing to bring new technology and automation to the flooring industry, said Davis.”

“Lewis Davis has been a key innovator in the fcB2B movement since the very beginning. He has ensured programmatic excellence and consistency in the development of the B2B technology. He is a strong and accomplished leader with the support of the entire digital flooring industry, said Aaron Pirner, Owner of CAP Carpet, Inc. in Wichita, KS.”

“As the head of the fcB2B program, Davis will be responsible for the forward direction, vision, and growth,” Humphrey said. “He will work closely with industry leaders to ensure that fcB2B continues to evolve with the market and that all opportunities for growth and expansion are secured.”

“The fcB2B program will continue to be managed by WFCA,” Humphrey explained. “Davis will report to Steve Abernathy, the WFCA Chief Financial Officer.”

Davis can be contacted at 706.217.1183 ext. 132 or via email at [ldavis@wfca.org](mailto:ldavis@wfca.org).

#### ABOUT WFCA

The WFCA is a recognized leader in marketing research and industry programs for flooring professionals. In addition, it publishes the only retailer-oriented trade periodical, *Premier Flooring Retailer*. As part of its mission to enhance the business environment for the independent flooring retailer the WFCA acquired the Certified Floorcovering Installers Association (CFI) to resolve the industry’s largest issue – the shortage of qualified installers. The WFCA oversees the Floor Covering Business to Business (fcB2B) program, helping businesses in the industry transition to an e-commerce platform for all business transactions. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit [WFCA.org](http://WFCA.org).

## ABOUT fcB2B

The Floor Covering Business to Business (fcB2B) program, is a non-profit, community of business leaders working together on the development of B2B technology designed to benefit all entities in the flooring industry. fcB2B acts as an advocate for the continual development and adoption of a standard language that allows software management systems (utilized in the flooring industry) to communicate seamlessly with one another.

fcB2B has developed a comprehensive strategic plan to lead the organization into the future. This plan increases an aligned mission and vision for fcB2B; increases utilization, awareness and connectivity for the flooring industry; and ensures increased relevancy and impact for the organization.

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