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**FOR IMMEDIATE RELEASE:**

**ChemQuest promotes Edye Fox Abrams to vice president, business development and marketing, to capture strategic opportunity and growth for existing and new segments**

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**Aug. 30, 2022, Cincinnati, Ohio** — The ChemQuest Group, a global consulting firm focused on tailored business strategy and optimization, technology development, market intelligence and M&A advisory services for the specialty materials industry, has promoted Edye Fox Abrams to the role of vice president, business development and marketing.

Fox Abrams' new role expands on her previous responsibilities as vice president, business development at ChemQuest. She will have responsibility for the development and execution of the firm's global marketing strategy, in addition to identifying and capturing opportunities for revenue and strategic growth and leading key business initiatives, client projects and communications.

This includes fostering the firm's base business in markets where it is well known — particularly coatings, adhesives, sealants and other formulated industrial products — while also expanding opportunities for the firm's burgeoning segments, such as additive manufacturing, composites, plastics, consumer products, cleaners, personal care and fragrance.

Fox Abrams has 25 years of experience in specialty chemicals and materials and has been a respected member of the ChemQuest executive leadership team since 2015. Prior to joining



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ChemQuest, she garnered significant industry expertise as the owner of Fox Industries Inc., a manufacturer of engineered products and systems to restore, protect and repair concrete, steel and wood substrates. She oversaw the successful sale of Fox Industries to Simpson Strong-Tie in 2011 and directly supported the integration following the acquisition.

Today, Fox Abrams' market expertise and insight is valued by numerous industry publications, trade organizations and institutions, as well as supporting ChemQuest's client base to generate growth and profitability. For example, she will deliver her next presentation at the European Coatings Leading Women's Forum in the Dublin area, September 5–7.

"Coming from an entrepreneurship background, Edye can anticipate and understand the specific needs of our clients, because she understands how to build effective business relationships and strategies that translate to profitability. She has decades of experience as a business owner, commercial leader, marketer and strategist, and that makes her a key asset on our management team," said Daniel Murad, ChemQuest CEO.

Fox Abrams said, "My first experience with ChemQuest was during the sale of my company, Fox Industries. The acquiring company had first approached me a year prior, with an unimpressive strategy that I initially turned down. When re-approached a year later, they demonstrated high-caliber market acuity and a strong strategy moving forward. I later learned they had begun to use ChemQuest's advisory services in that time period. ChemQuest clearly provided guidance that enabled the M&A process to run smoothly, from initial conversations through due diligence and integration. That experience is part of what led me to join ChemQuest. I saw a unique opportunity to leverage my industry knowledge to enable growth and strategy for our clients. I look forward to continuing to do that in my capacity as the executive leader for ChemQuest marketing, as well as business development."

Fox Abrams holds a B.A. in History and Communications from the University of Pennsylvania in Philadelphia. Outside of her role at ChemQuest, she also serves as a member of the Jewish Professional Women Leadership Committee for the Associated Jewish Federation of Baltimore. She is based in Baltimore and also spends part of her time in Palm Springs, Calif.

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#### **About the ChemQuest Group, Inc.**

The ChemQuest Group Inc. is widely recognized among raw material suppliers, formulators and financial investors for its value creation. ChemQuest's four service pillars include Business Strategy & Transformation; Mergers, Acquisitions & Divestitures; Manufacturing Excellence; and Technology &



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Application Development through the ChemQuest Technology Institute and ChemQuest Powder Coating Research. ChemQuest services extend across 11 formulated product categories and over 13 end-use markets within the specialty chemicals value chain. Our team includes former senior managers from major manufacturers, business owners and senior technical managers, including Ph.D. chemists, with a minimum of 25 years of experience in specialty chemicals. For more information, visit [www.chemquest.com](http://www.chemquest.com).

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