

## media release

For immediate release      Ben Conway, President & CEO of HALCON Furniture, announces departure

STEWARTVILLE, MINNESOTA, March 20, 2025 – HALCON Furniture President and CEO Ben Conway announces he will be stepping away from his leadership role on June 9, 2025, after 23 years with the company, including 13 years as President.

With a sharp focus on product quality and design, Conway led HALCON to explosive post-recession growth. Known for product innovation and an eye for market needs, Conway propelled HALCON's brand recognition within the Architecture & Design community with a passion for excellence. Under Conway's leadership, HALCON has averaged double-digit annual growth and earned multiple product design awards every year for more than a decade. Since HALCON's acquisition by Steelcase in 2022, Conway has continued to lead HALCON to further expansion and record profitability.

"My career with HALCON has simply been the best. You won't find a more talented or dedicated team, and it has truly been an honor and privilege to work with such wonderful people," said Conway. "I'm thankful for the opportunities I've had to collaborate with so many talented designers over the years, and I've learned so much from everyone in this industry. With the HALCON team stronger than ever, I have decided it's the right time for me to step back from furniture to pursue other projects."

An executive search is underway to fill the President role, and we are pleased to announce the promotion of Adam Wright to Chief Operating Officer. Adam has been with HALCON since 2013 and brings a deep understanding of HALCON's values and operations. Adam will preserve HALCON's special culture while continuing to serve our clients and the Architecture & Design community with excellence and care.

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With exceptional innovation, uncompromising design, and master craftsmanship, HALCON creates furniture tailored to the modern workplace. The company's award-winning solutions are made in Minnesota with the highest standards of quality and performance. Founded in 1977, HALCON Furniture has a passion for excellence, servicing clients through a network of authorized Sales Representatives and established dealers throughout the United States and the world.