

Black Diamond Coatings Adds Two Senior Sales Leaders to Accelerate National Retail Growth

Home-improvement industry veterans Greg McKenzie and Ashley Drummond join BDC Brands as it expands across national retail and e-commerce

BROOKSVILLE, FL, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- Black Diamond Coatings, Inc. (BDC Brands), a veteran- and family-owned manufacturer of premium home improvement products, has named Greg McKenzie as Executive Vice President and Ashley Drummond as National Account Manager. The hires signal a strategic push to expand the company's DOMINATOR®, AQUA-X®, and OBSESS® brands across national retail and online channels. Backed by ISO 9001-certified U.S. manufacturing, a rapidly expanding retail footprint, and a growing team of industry professionals, BDC Brands is positioned to lead its categories at national scale.



Black Diamond Coatings, Inc. has named Ashley Drummond (left) National Account Manager and Greg McKenzie (right) Executive Vice President. The two home-improvement industry veterans will lead the company's expansion of its DOMINATOR®, AQUA-X®, and OBSESS®

"Greg and Ashley each bring decades of home-improvement expertise and a customer-first mindset that fits our culture perfectly," said David Warren, CEO of Black Diamond Coatings. "They know how to build the next generation of partnerships that will bring our products to more homeowners and contractors than ever before."

McKenzie, who will lead BDC's overall sales strategy and commercial organization, brings over 35 years in the home channel working with both retailers and manufacturers. A longtime Lowe's and Home Depot merchant and sales leader, he has also held senior sales leadership roles at Danco (an NCH Corporation company), Delta Faucet, and Black & Decker's Hardware and Home Improvement Division. "I am very excited to work with such an innovative brand and wonderful people at Black Diamond Coatings," said McKenzie, "and I look forward to partnering with BDC's customers to help them exceed their goals."

Drummond, who will grow BDC's portfolio of national retail accounts, brings two decades of



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*Heather Warren, President of
Black Diamond Coatings*

merchandising and category-management experience, including leadership of billion-dollar categories at Lowe's, one of the nation's largest home improvement retailers. "I was drawn to Black Diamond Coatings because of its collaborative culture, commitment to innovation, and tremendous opportunity for growth," said Drummond. "I'm excited to help scale the business and bring new opportunities to both our customers and retail partners."

"Greg and Ashley represent the most significant investment in sales leadership in our company's history,

and it was an easy decision," said Heather Warren, President of Black Diamond Coatings. "We built our brands on performance and quality people can trust; now we have the team to make them available to more end users."

Black Diamond Coatings products are made in the USA and available through Amazon, Lowe's, The Home Depot, Walmart, and the company's e-commerce site at www.BDCbrands.com.

About Black Diamond Coatings, Inc.

Founded in 2013, Black Diamond Coatings, Inc. is a veteran- and family-owned, ISO 9001:2015-certified manufacturer of high-performance, water-based sealers, polymeric sand, landscape adhesives, and cleaners. Its three brands, DOMINATOR®, AQUA-X®, and OBSESS® deliver premium, environmentally friendly solutions for pavers, concrete, landscaping, grout, and everyday cleaning, trusted by DIYers and professional contractors alike. Headquartered in Brooksville, Florida, the company is dedicated to Creating Trustworthy Solutions Beyond Expectations.

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