

PromoEQP Names Jorge Saud Director of Growth

Appointment of Jorge Saud as Director of Growth with PromoEQP brings supplier-side experience directly into distributor-facing leadership

DOWNERS GROVE, IL, UNITED STATES, August 29, 2026 /EINPresswire.com/ -- Appointment brings supplier-side experience directly into distributor-facing leadership

PromoEQP, a competitive access structure serving independent distributors in the promotional products industry, has named Jorge Saud Director of Growth. Saud joined PromoEQP on August 3, 2026.

Saud spent more than six years on the supplier side of the industry before moving to work directly with distributors. That background sits at the center of the role. Distributors gain a leader who has sat across the table from supplier conversations and knows how they actually work, and suppliers gain confirmation that PromoEQP made a deliberate hire who understands and respects their side of the relationship.

"That perspective doesn't disappear when you change roles," said Jeremy Chacon, founder of PromoEQP. "It becomes an asset. Jorge has spent years on the supplier side of the conversations our distributors have every day. He



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I joined PromoEQP because I immediately connected with its purpose: helping independent distributors compete more effectively, protect their margins, and grow their businesses.

Jorge Saud, Director of Growth

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Jorge quote card

knows what's real in that room and what isn't. Bringing that into a distributor-facing role is exactly the kind of hire PromoEQP is built to make."

"After more than 25 years in sales and leadership, I've learned that the opportunities I find most exciting are those where you can make a meaningful difference. I joined PromoEQP because I immediately connected with its purpose: helping independent distributors compete more effectively, protect their margins, and grow their businesses," Saud said.

As Director of Growth, Saud will work directly with independent distributors on PromoEQP's competitive access model - pricing support, supplier partnerships, and the structural advocacy that lets independent distributors compete without ceding ownership of their client relationships.

About PromoEQP

PromoEQP is a competitive access structure for independent promotional product distributors - not a buying group, rebate program, or discount collective. The distributor makes the sale and carries the risk; the reward belongs to them, not to whoever sits in the middle. PromoEQP operates as market infrastructure instead: trusted supplier relationships and stable pricing access that let independent distributors compete without losing the buyer relationships, service, and creativity that make them competitive in the first place.

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