Lydian Memorial Announces Magan Clark as Head of Sales

Clark will lead sales strategy, customer acquisition, business development, and revenue growth as Lydian Memorial expands across Jamaica.



KINGSTON, JAMAICA, September 15, 2026 /EINPresswire.com/ -- Lydian Memorial is pleased to announce the appointment of Magan Clark as Head of Sales, strengthening the company's leadership team as it expands its memorial, engraving, custom-production, and business-signage services throughout Jamaica.

In this role, Clark will lead the development and execution of Lydian Memorial's sales strategy. She will oversee customer acquisition, sales performance, lead management, account development, referral programs, strategic partnerships, and revenue-growth initiatives.

Clark will work closely with executive leadership and the company's marketing, customer-service, operations, design, production, and installation teams to create a professional and compassionate sales experience from the first customer inquiry through final payment, production, delivery, and follow-up.

Leading Sales and Business Development

Lydian Memorial serves families during some of the most personal and emotional moments of their lives. The company also works with businesses and organizations seeking custom signs, plaques, recognition pieces, engraved products, and branded displays.

As Head of Sales, Clark will ensure that customers receive clear, accurate, and respectful information about available products, customization options, pricing, payment requirements, production timelines, delivery, and installation.

Her responsibilities will include:

> Magan will help us build a compassionate, professional sales experience while strengthening customer relationships and creating new opportunities for growth."
>
> *Dr. Lydia Roxborough, CEO of Lydian Memorial*

* Developing and implementing the company's sales strategy
* Establishing sales goals, performance standards, and revenue targets
* Managing customer inquiries and qualified sales leads
* Strengthening the company's inquiry-to-purchase process
* Maintaining accurate customer and sales records
* Supporting the implementation and use of the company's CRM system
* Developing referral, partnership, and account-growth programs
* Building relationships with families, funeral service providers, businesses, churches, community organizations, and other potential partners
* Coordinating sales campaigns with the Director of Marketing
* Working with production teams to confirm product specifications and timelines
* Monitoring sales performance, conversion rates, and customer feedback
* Identifying new markets and opportunities for expansion
* Training and supporting future sales representatives
* Preparing sales forecasts and reports for executive leadership
* Ensuring that all sales practices reflect the company's values and policies

"Magan will play an important role in helping customers understand their options and select products that properly reflect their needs, vision, and budget," said Dr. Lydia Roxborough, Chief Executive Officer of Lydian Memorial. "Her leadership will help us establish a sales process centered on honesty, compassion, professionalism, and consistent follow-through."

A Compassionate Approach to Memorial Sales

Purchasing a memorial is different from an ordinary retail transaction. Families may be making decisions while grieving, managing funeral arrangements, or navigating unexpected financial responsibilities.

Clark will help ensure that Lydian Memorial's sales process remains sensitive to those circumstances. Customers will receive clear explanations without unnecessary pressure, hidden charges, or misleading promises.

She will work with families to explain available memorial sizes, materials, inscriptions, photographs, borders, design options, additional text, delivery services, and installation requirements. She will also help customers understand approval procedures and the importance of reviewing names, dates, photographs, and inscriptions before production begins.

“At Lydian Memorial, sales must always be connected to service,” said Magan Clark. “Every customer deserves patience, accurate information, and genuine respect. I look forward to helping families and businesses find the right products while building relationships grounded in trust and exceptional care.”

Expanding Sales Beyond Memorial Products

Clark will also lead sales-development efforts for Lydian Memorial’s growing range of custom products and services.

In addition to personalized granite memorials, the company’s capabilities include laser engraving, CNC production, photographs, inscriptions, commemorative products, plaques, illuminated signs, recognition pieces, branded displays, and custom business signage.

Clark will work with marketing and production leaders to identify industries, organizations, and customer groups that may benefit from these capabilities. She will also support the development of business-to-business accounts, wholesale opportunities, institutional partnerships, and community-based referral relationships.

Her leadership will help ensure that new products are introduced with clear pricing, defined customer benefits, realistic production timelines, and coordinated promotional support.

Building a Measurable Sales System

A major focus of Clark’s role will be developing a structured and measurable sales process.

She will help establish procedures for receiving inquiries, qualifying leads, preparing quotations, collecting customer information, obtaining design approvals, confirming payments, transferring orders to production, and following up after delivery or installation.

Clark will monitor key performance indicators, including:

* Number of customer inquiries
* Lead-response time
* Consultation-to-purchase conversion rate
* Average order value
* Monthly sales revenue
* Referral activity
* Repeat and business customers
* Customer satisfaction
* Outstanding quotations and follow-up activity

These measurements will help Lydian Memorial identify opportunities, improve its customer

experience, plan production needs, and make informed decisions about future growth.

“Strong sales leadership gives a growing company the structure to serve more customers without losing the personal attention that built its reputation,” Dr. Roxborough added. “Magan’s appointment will help us strengthen customer relationships, create new opportunities, and support the company’s long-term financial growth.”

Supporting Collaboration Across Departments

Clark will work closely with **Jalyka Smith, Director of Marketing**, to align advertising, content, promotions, public relations, and lead-generation initiatives with the company’s sales objectives.

She will coordinate with Tafari D’Aguilar, Director of Operations, to strengthen the company’s CRM, digital workflows, customer communications, and order-tracking systems.

Clark will also collaborate with Deke’ Smith, Director of Production Development**, to ensure that quotations, product specifications, and promised completion dates are consistent with production capabilities.

Through this cross-departmental coordination, Lydian Memorial intends to create a seamless customer journey from initial awareness to completed product.

A Leadership Team Positioned for Growth

Clark joins a leadership structure led by Dr. Lydia Roxborough, Chief Executive Officer; Ian Darby, President; Tafari D’Aguilar, Director of Operations; Deke’ Smith, Director of Production Development; Jalyka Smith, Director of Marketing; and Alyk Smith, Human Resource Director.

Dr. Roxborough will continue directing the company’s vision, financial strategy, corporate governance, brand direction, and long-term growth. Darby will oversee executive operations, organizational security, strategic implementation, and business development.

As Head of Sales, Clark will focus on revenue generation, customer acquisition, strategic accounts, sales performance, and the continued development of Lydian Memorial’s customer relationships.

Together, the leadership team will work to establish Lydian Memorial as a trusted provider of memorial products, precision engraving, customized manufacturing, and business signage throughout Jamaica.

About Lydian Memorial

Lydian Memorial is a Jamaica-based memorial and custom-production company dedicated to helping families preserve the memories, stories, and legacies of their loved ones.

The company combines modern production technology with compassionate, personalized service to create granite memorials, custom engravings, memorial designs, photographs, inscriptions, commemorative products, and custom business signage.

Lydian Memorial is a subsidiary of Grandfada Distribution, whose parent company is Aljdaas Isles, Inc.

For more information, visit www.lydianmemorial.com](http://www.lydianmemorial.com

Media Inquiries

Lydian Memorial
Clarendon, Jamaica
Telephone/WhatsApp: 876-836-5111
Email: media@lydianmemorial.com
Website: www.lydianmemorial.com
Facebook: https://www.facebook.com/lydianmemorial/

Jennifer Gayle
Aljdaas Isles, Inc.
+1 561-300-0089
email us here
Visit us on social media:
Instagram
Facebook
TikTok
X

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