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FOR IMMEDIATE RELEASE

RT London Names New President and Chief Operating Officer

Grand Rapids, Mich. – [RT London](#), a leading manufacturer of student housing furniture, said it promoted Dale Haley to President and Lindsey Rood to Chief Operating Officer. Haley and Rood succeed retiring President and COO Steve Eldersveld, who will remain with the company in an advisory role, working on a portfolio of special projects.

“Dale and Lindsey bring the right mix of experience and expertise to keep RT London moving forward,” said Eldersveld. “No one knows this company better – or better understands our commitment to building durable, thoughtfully designed furniture here in the United States.”

With an extensive track record in manufacturing and engineering, including the aerospace and building materials industries, Haley brings over 30 years of experience to the role of President.

Haley joined RT London in 2011 as General Manager of Lacey, Wash. operations. He was promoted to Vice President, Operations for the organization in 2015, overseeing major modernization initiatives across manufacturing facilities, as well as guiding the company’s substantial growth in the western United States.

Haley holds a B.S. in Industrial Technology from Western Washington University.

Incoming COO Rood has more than 11 years of experience in the contract furniture industry, most recently at Steelcase, where she led a team of designers supporting the Architectural Solutions category before rejoining RT London in 2020.

During her prior tenure at RT London, Rood was hired as an Interior Designer and promoted to Design Manager, playing a key role in the development and launch of [Evolve](#), a Best of NeoCon Silver award-winning room solution, as well as the popular Turner and Lotus lounge lines.

A graduate of Kendall College of Art and Design, Rood holds a B.A. in Interior Design.

About RT London

RT London was established in 1989 to answer the local need for durable and quality student housing furniture. Located in the furniture capital of the world, RT London provides student furniture for higher education institutions nationwide, as well as other markets, including Human Services, GSA, Contract, and Hospitality.

Proudly built in the United States, RT London manufactures a broad range of solutions in Grand Rapids, MI and Lacey, WA. The company offers a 25-year warranty on most products, custom capabilities, design services, and exceptional customer service. For more information, visit www.rtlondon.com.

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