Glidden® Paint

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Barbara Richardson
Director – Color Marketing, North America

Barbara Richardson oversees the development of color programs for PPG in North America, which is headquartered in Strongsville, Ohio. As Director of Color Marketing, she is responsible for the implementation of all color programs which includes research, development of color tools, the creation of unique presentations, forecasting color trends and building relationships with clients to comprehensively address their design requirements.

Barbara began her career with PPG more than 40 years ago, the first 20 of which was working to develop all-encompassing color concepts for commercial applications for clients throughout North America. This was followed by five years as Manager of the Design Studio, where her focus was devoted to growing the department, developing team skills and enhancing services to include computer technology. The creation of the Color Marketing Department by Barbara in 1999 allowed for the expansion of in-depth research and enhancement of the company's endeavours in color.

Throughout her career, Barbara has appeared before professionals in her field, business audiences and the general public via television, webcasts, radio and in personal presentations. Her expertise includes color and design trends, color use in the built environment, color evolution, merchandising and the psychological aspects of color. Professional audiences include: American Society of Interior Designers [ASID], International Furnishing & Design Association [IFDA], American Institute of Architects [AIA], Construction Specifications Institute [CSI], Toronto Trends Show, International Window Covering Expo [IWCE], Paint and Coatings Expo [PACE] and Puerto Rico Design Forum.

Barbara is a member of a number of professional associations, including Chairholder of The Color Marketing Group [CMG] and membership in The American Society of Interior Designers [ASID]. Additionally, Barbara has been awarded three design patents for her work in the industry.

Barbara received her Graphic Design Degree from Cooper School of Art and her Interior Design certification from New York School of Interior Design. She's active in the Northeast Ohio community, including her involvement with the Fairview Park Chamber of Commerce. Adding to her interests is the creation of innovative Pet Products which leads to fund-raising support for Best Friends Animal Society.

About Glidden
The Glidden® Paint brand offers a rich tradition of innovation and color inspiration, having consistently embodied quality and performance for generations of customers. From the first latex paints that were developed and marketed under the Glidden brand decades ago, to today's broad assortment of versatile paints, Glidden makes it easy for consumers and paint contractors alike to turn inspiration into action and add color to people's lives. Available nationwide at The Home Depot, Walmart, company-owned Glidden Professional Paint Centers and other fine retailers, Glidden Paint is a brand of AkzoNobel, the world's largest paint and coatings company.

About PPG's North American Decorative Paints Business
Within its North American paints business, PPG produces a portfolio of well-respected brands, including Glidden®, Glidden Professional™, Dulux/Bétonel®, CIL®, Sico®, Ralph Lauren® and Devoe® paints; Flood®, Sikkens® and Synteko® wood care products; plus Liquid Nails® and Mulco® adhesives and caulks. Products are sold through company stores, national retail outlets, distributors and independent dealers throughout the region as well as exported internationally.