



**NATIONAL ASSOCIATION OF STORE FIXTURE MANUFACTURERS**

*Serving the store fixture manufacturing industry since 1956*

**Director**

**Karin Pryor**

**Leggett & Platt Store Fixtures Group**

**Niles, Ill.**

Karin Pryor is vice president of marketing for Leggett & Platt's Store Fixtures Group. She joined Dann Dee Display Fixtures in 1995, where she served as executive director of marketing until she joined parent company Leggett & Platt as executive director of marketing in 1999. She was named to her current position in 2001. She earned a B.A. degree in Economics from the University of Connecticut, and began her career in retail with Sears, first as a merchandise assistant and later in marketing for the men's department, as an assistant buyer, and as director of store planning for the men's and kid's departments. She was principal of Image by Design from 1989 to 1995. For NASFM, Pryor serves as chair of the Marketing Committee. As a member of the board of directors, she hopes to elevate the understanding of the organization's professionalism and increase value to NASFM members. She enjoys time with her children, cooking, and gardening. She and her husband Jeff have two children: Adam and Ben.

