

Subject: TWISTED X® NAMES CLAYTON SMITH NEW SENIOR DIRECTOR OF SALES

Hi [NAME],

I'm thrilled to share some exciting news just announced by [Twisted X](#), a [Twisted X Global Brands company](#). As a leader in sustainable, high-quality footwear with unparalleled design and cutting-edge comfort technologies, innovation is a constant driver.

Twisted X is proud to announce the promotion of former Director of Marketing Clayton Smith to Senior Director of Sales.

Smith's business expertise within the western industry will support Twisted X's commitment to pushing the boundaries of innovation in the western footwear industry and further emphasize on retention of top talent and growth from within.



Clayton Smith

You may view more information on Smith's new leadership role in the official press release below:

- [Twisted X Names Clayton Smith New Senior Director of Sales](#)

You may view high-res headshots at this link.

**We'd love to share this exciting news with your audience!** I'd be happy to connect you with Clayton Smith and the Twisted X executive team to share more about how this promotion Twisted X into the next generation of growth.

Please let me know if this is of interest, looking forward to it!

Thanks,

