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## BDI Names Rico Berrios as Vice President of Sales

Respected sales leader joins BDI to drive growth across retail and design channels.

**Fairfax, VA — April 20, 2026** — BDI, a leader in thoughtfully designed home furnishings, announces the appointment of **Rico Berrios as Vice President of Sales**. Berrios will officially join the company on April 20, 2026.

Berrios brings extensive experience in the home furnishings industry, with a strong track record of leading national sales organizations, building meaningful retail partnerships, and driving sustained growth across multiple channels. He joins BDI from Jaipur Living and has previously held leadership roles at Massoud Furniture and American Leather.



In his new role, Berrios will lead BDI's national sales organization, working closely with retail partners, sales representatives, and internal teams to support continued growth and strengthen the company's presence across retail, design trade, and emerging channels.

"Rico brings a depth of experience and perspective that aligns naturally with how we approach the business," said **Sol Garay, President of BDI**. "He understands that long-term success is built on strong relationships, thoughtful strategy, and consistent execution. Just as importantly, he shares our commitment to integrity, collaboration, and delivering meaningful value to our partners. We're excited to welcome him to the team."

"BDI has a clear point of view—both in its design and in how it supports its partners," said **Rico Berrios**. "There's a strong foundation here, and a real opportunity to build on that by continuing to strengthen relationships, expand reach, and bring new energy to the business. I'm looking forward to getting started and connecting with many of our partners at Market."

Berrios will begin his tenure with BDI at the Spring High Point Market, where he will be meeting with retail partners and sales representatives in the company's showroom, **IHFC Design Center, D-724**.

BDI designs and manufactures innovative home furnishings that integrate technology and thoughtful engineering to support the way people live, work, and relax. Founded in 1984, BDI is recognized for its commitment to quality, performance, and modern design.

For more information, visit [bdiusa.com](http://bdiusa.com).