

# FELIX ASSOULINE

## CIGARS

### *Welcomes Heather Callahan as Director of Sales and Marketing*

St. Petersburg, FL – Feb. 23, 2018 – Felix Assouline, founder of Felix Assouline Cigars, announced that Heather Callahan has joined the company as its new director of sales and marketing. Her main office will remain in St. Petersburg.

*"I was very humbled when Felix invited me to be a key component in the growth of his company and I'm excited to help continue and grow the legacy," said Callahan.*

Callahan will be in charge of growing and enhancing the company's brand recognition, planning special events with Felix Assouline, attending major cigar-related events, and sales staff management, along with hiring and training sales staff and other general management responsibilities.

Callahan comes to the company with an extensive array of expertise. She has 25 years of experience in sales and marketing and 10 years in the field of finance. She began her career with Gran Habano and Drew Estate Cigars, beginning as a local sale representative and advancing to the position of national sales director.

The new director of sales and marketing has a BA from Michigan State University in Lansing, MI and an MBA from Spring Arbor University in Spring Arbor, MI. She's a veteran of the U.S. Army Reserves and married with a blended family of four adult children, two of which are still serving actively in the U.S. military.

Felix Assouline Cigars is proud to introduce new premium cigar brands made in the company's factory in Estelí, Nicaragua, the Capital of Tobacco. Each Assouline cigar is blended from the richest mix of tobaccos from fields in Nicaragua and Honduras and rolled in the traditional Cuban way. The company takes the time to box press its cigars to fuse the leaves together. The result is distinctly rich flavors found in every one of the company's brands.

*"I have known Felix Assouline and his right hand man, D'artagnan, for three years," said Callahan. "I have seen and tasted first-hand the love and care they put into each and every blend. Felix refuses to release any cigar before it has aged to perfection."*



**Heather Callahan**  
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