



## *Leadership Team: Bio*

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### *Jeff Nichols, President, Sales & Marketing*

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Jeff Nichols leads sales and marketing for HandCraft, and shares overall company leadership and ownership responsibilities with his brothers Keith and Jay.

Jeff has worn many hats at HandCraft over the years, including equipment maintenance and plant operations manager. Today, he enjoys helping customers find solutions to their medical linen and apparel issues, and then always going the extra mile, one customer at a time.

Jeff has been a leader in many industry committees and organizations. He has served as president of the Virginia Association of Textile Services. He is currently a member of Textile Rental Service Association and American Reusable Textile Association.

Jeff also serves on the board of directors of Benedictine College Preparatory. After graduating from Benedictine in 1982, Jeff attended Virginia Commonwealth University while working in the family business.

A native of Richmond and resident of Henrico County, Jeff is married the former Susan Martin, and they have two children, Hunter and Julia.



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