



## *Leadership Team: Bio*

### *Keith M. Nichols, President*

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Keith M. Nichols is president of HandCraft Services, responsible for leading the company along with his brothers Jay, Jeff, who share management and ownership responsibilities.

Keith has a passion for running a highly efficient, quality operation that embodies his father's founding philosophy of always going the extra mile, one customer at a time.

Keith joined HandCraft in 1978. Since then, he has served as plant manager, general manager, operational manager, secretary/treasurer, and vice president.

An industry leader, Keith has served as president of the Virginia Association of Textile Services, He is also chairman of the board for RichClean, a large supplier to dry cleaning, laundry, healthcare, lodging, and coin-op laundry businesses in Virginia, Washington, D.C., and Maryland.

Keith graduated from Benedictine College Preparatory in Richmond in 1977. A Richmond native, Keith is married to Sue Ellen Ragland Nichols. They have three children: twins Kattie and Maggie, and son Jake.



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