

HPG Hires Alex Symms as Evans Manufacturing's Director of Sales



HPG announces the onboarding of industry veteran Alex Symms as Director of Sales of their Garden Grove California subsidiary Evans Manufacturing. Symms joins HPG and Evans with a combined twenty-year management background with promotional products suppliers.

“I’ve had the good fortune of partnering with all functions of the manufacturing sector throughout my career, including R&D, sales and marketing and leadership and management,” says Symms. “I am excited to join an incredible team of forward-thinking leaders that take corporate branded merchandise to an enhanced level with industry leading products and award-winning service.”

Evans Manufacturing is the latest addition to HPG’s line-up of brands, and Symms plans to incorporate the latest technologies, such as AI, in his sales strategies. “I learned a long time ago that you either adapt to change, or get left behind, and that mindset pushes me to always be aware of new trends and identifying what might be coming up in the future.”

HPG CRO Trina Bicknell says, “I am very excited to add Alex to the HPG sales team and know that with his vast experience he will lead the Evans sales team to further success!”

Symms, his wife and two sons, nineteen and fifteen years old, are based in the Houston area. “My weekends usually consist of either being on the sideline of a rugby pitch or along a fence line at a baseball tournament as both my sons are very active in sports,” he says. “You can usually find me outdoors enjoying the fresh air. I am always game for a spontaneous adventure!”