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FOR IMMEDIATE RELEASE

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LBM Advantage Strengthens Growth Strategy with Addition of Business Development Manager Ed Senniger

New Windsor, NY – As part of its continued commitment to strategic growth and member value, LBM Advantage is pleased to announce that Ed Senniger has joined the organization as Business Development Manager effective April 6, 2026. The addition of this role reflects LBM Advantage’s continued focus on expanding its national footprint, innovating, and strengthening its position as a leading co-op in the lumber and building materials industry.

Senniger joins the Member Development team and will report to Vice President of Member Development, Dan Ohmer. He will be based in Missouri and will play a key role in driving membership growth and deepening engagement across both existing and prospective accounts.

With more than twenty years of experience in sales leadership and business development within the building materials sector, Senniger brings a proven track record of delivering results and building strong industry partnerships. Most recently, he served as a Key Account Manager at ROCKWOOL Insulation, where he managed national and independent lumberyard accounts, as well as key buying groups. In this role, he consistently delivered strong sales growth across multiple channels while cultivating meaningful relationships with distributors, dealers, and national accounts.

“Ed’s deep industry experience and strong relationship-driven approach make him an excellent addition to our team,” said Dan Ohmer. “His understanding of the LBM landscape and proven ability to grow accounts will help us continue to strengthen our network and deliver greater value to our members.”

In his new role, Senniger will focus on member development and growth opportunities across Colorado, Kansas, Missouri, Montana, North Dakota, Nebraska, Oklahoma, Utah, South Dakota, and Wyoming. He will work closely with the Member Development team to support both independent dealers while also collaborating on strategic opportunities beyond his core territory where his existing relationships can help open doors and expand LBM Advantage’s reach.

Senniger holds a Bachelor of Science in Secondary Education from Harris-Stowe State University.

LBM Advantage is a wholly member-owned cooperative comprised of the industry’s premier independent lumber and building materials dealers. The cooperative operates locations in New Windsor, NY; Grand Rapids, MI; Smithfield, NC; and Conroe, TX.

For more information, visit www.lbmadvantage.com or call **800-456-4300**.

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