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**FUSE ALLIANCE APPOINTS MATT COOPER AS EXECUTIVE VICE PRESIDENT AS
JERRY KENNEY ANNOUNCES RETIREMENT**

August 20, 2026 – [Fuse Alliance](#), a member-owned organization of professional commercial flooring contractors, today announced that Matt Cooper has joined the organization as executive vice president. This appointment marks an exciting new chapter for the network as current executive vice president Jerry Kenney prepares for his upcoming retirement.

During his tenure, Kenney has been a cornerstone of the organization, bringing profound operational expertise that has deeply impacted the network. His leadership and strategic insights have not only strengthened the internal operations of Fuse Alliance but have directly empowered members to optimize and elevate their own independent businesses.

"Jerry has been an invaluable asset to Fuse Alliance and a true champion for our network," said Geoff Gordon, executive director of Fuse Alliance. "He brought a level of operational expertise that fundamentally transformed how we support our members and how they run their businesses. We are deeply grateful for his dedication, his insight, and his friendship, and we wish him the absolute best in a well-deserved retirement."

As the organization builds upon the strong foundation Kenney helped establish, Matt Cooper steps into the executive vice president role, bringing 27 years of comprehensive experience in the commercial flooring industry. Cooper's extensive background spans both the dealer and manufacturing sides of the business, uniquely positioning him to understand and advocate for the needs of Fuse Alliance members.

Cooper's career includes key leadership roles at leading manufacturers including Milliken, Mohawk Group, and Mannington. Most recently, he served as president of Inside Edge

Commercial Interior Services, where he demonstrated a strong track record of driving strategic growth and organizational success.

"We are absolutely thrilled to welcome Matt to the Fuse family," added Gordon. "Matt's extensive background across both the manufacturing and dealer channels gives him a 360-degree view of the commercial flooring landscape. His deep industry knowledge and proven leadership skills make him the ideal person to help guide our network into its next phase of growth. We are excited for the vision and energy he brings to the table."

Cooper will work closely with the Fuse Alliance leadership team to continue expanding the network's value, resources, and strategic partnerships.

About Fuse Commercial Flooring Alliance

Fuse Commercial Flooring Alliance is a member-owned organization of professional commercial flooring contractors. By leveraging collective resources and expertise, Fuse members benefit from enhanced supplier relationships, increased profitability, and access to valuable industry insights. Fuse Alliance's governing body is an executive Board of Directors made up of 12 member business owners. With 194 companies in 322 locations across the United States and Canada, the organization's member businesses represent approximately \$2.3 billion in sales and services.