



Paramount Sleep Welcomes Chuck Thrift

We are pleased to announce that Chuck Thrift has joined the Paramount Sleep team as our new Director of Hospitality.

With nearly 20 years of experience in the mattress and hospitality industries, Chuck has held sales positions with Serta and Thomasville / Drexel Heritage Contract Furnishings, served as a regional director of sales at Tempur Sealy and most recently was vice president of sales for Distinctive Hospitality Design.

“We’re looking to elevate our presence in the hospitality industry and take our commercial business to the next level,” said Paramount Sleep President Richard Fleck. “Our search for a leader with the right experience and the right fit for our company brought us to Chuck.”

Chuck will oversee the development and implementation of a comprehensive commercial business strategy that includes hospitality, resort, boutique hotels, interior design, and special government projects.

“I’m anticipating great things for the hospitality division of Paramount Sleep,” says Thrift of the new position. “It is such a perfect time to make a commitment to the hospitality industry.”

Chuck resides outside of Myrtle Beach, South Carolina and in addition to spending time with his wife and three children, he coaches youth sports, is an avid golfer, and is a member of F3 Nation, a male leadership group built around fitness, fellowship, and faith.

