CATALYST ACOUSTICS GROUP
CONTROLLING NOISE IN EVERY ENVIRONMENT

Catalyst Acoustics Group Names Amy Gath Chief Marketing Officer

AGAWAM, Mass. – November 19, 2026 – Catalyst Acoustics Group (Catalyst), the parent company of a leading portfolio of acoustic, seismic, vibration and noise control brands, has appointed Amy Gath as chief marketing officer.

Based in the company's Dublin, Ohio, office, Amy will serve on the Executive Leadership Team and lead enterprise marketing, brand and growth strategy across Catalyst's portfolio, which includes Fräsch, IAC Acoustics, Kinetics Noise Control, Curb Technologies, Lamvin, Madrid Acoustics, Noise Barriers, RealAcoustix, Sound Seal and independent testing laboratory Riverbank Acoustical Laboratories.

Her responsibilities will include brand architecture and positioning, commercial enablement, channel strategy, product marketing, digital marketing, demand generation, and marketing support for mergers and acquisitions. She will partner with sales, product and brand leaders to strengthen go-to-market strategies and support growth across the organization.

"Amy brings an impressive track record of building brands, developing effective marketing strategies and leading complex business transformations," said Charles Merrimon, CEO of Catalyst Acoustics Group. "Her experience working across diverse brands and markets will help us advance our strategic priorities, strengthen customer connections, and support the continued growth of our businesses while creating greater value across our portfolio. We're excited to welcome her to the Catalyst leadership team."

Amy joins Catalyst from Formica Corporation, where she spent 13 years, most recently serving as vice president of North America with responsibility for the marketing, communications, design and strategy functions. During her tenure, she led Formica's transition from a branded house to a house of brands, establishing distinct positioning and growth strategies for each brand.

Prior to Formica, she spent eight years at The Scotts Miracle-Gro Company, where she held marketing leadership positions across its Lawns, Wild Bird Food and Miracle-Gro businesses. She also served as director of strategy for Naturals, Emerging Categories and M&A, leading acquisition due diligence and reporting in to the CEO and Board of Directors.

Amy began her career in brand management at Mars, working on the Snickers and M&M'S brands.

She holds a Master of Business Administration from the University of North Carolina Kenan-Flagler Business School, as well as a bachelor's degrees in journalism and economics from the University of Colorado at Boulder.

For more information about Catalyst Acoustics Group and its brands, visit catalystacoustics.com.

ABOUT CATALYST ACOUSTICS GROUP
Catalyst Acoustics Group is the parent company of an elite group of acoustic, seismic, vibration and noise control brands that together, offer the broadest portfolio of noise control solutions in the market today. The independent brands, channels to market, products and services offered by each business remain unique, while leveraging the deep functional expertise, broad channel reach, significant financial resources and much larger scale of the combined Catalyst Acoustics Group.

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