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 Jennifer Ford-Smith of Johns Manville

Named New ERA Chair

WASHINGTON, DC, March 1, 2021 – Jennifer Ford-Smith, Director of Product Management and Marketing |Roofing Systemsat Johns Manville, has been named the new chair of the EPDM Roofing Association (ERA) by the group’s board of directors. She replaces David Martiny, Director of Product Management at Firestone Building Products, who will remain on the board.

“The roofing industry has experienced unprecedented challenges during this past year,” said Ford-Smith. “David Martiny has provided outstanding leadership during this critical period. ERA is perfectly positioned to lead our industry as we create a resilient future for EPDM membranes and the buildings they protect. I’m honored to have this opportunity to serve.”

Ford-Smith has been with Johns Manville for more than a

decade introducing innovative marketing strategies and developing customer-driven sales in B2B and B2C environments. Additionally, she has served as a member of the leadership team of National Women in Roofing and on the Board of Directors for the National Roofing Contractors Association.

“We are fortunate to have Jennifer leading our efforts,” said Ellen Thorp, Executive Director of ERA. “This is a challenging time for the manufacturers of EPDM, and no one is better suited than Jennifer to help us capitalize on what I am sure will be significant opportunities ahead.”

The EPDM Roofing Association (ERA) is the first trade association solely representing the manufacturers of EPDM single-ply roofing products and their leading suppliers. ERA provides technical and research support to the public and the construction industry, and communicates the longstanding attributes, consistency and the value proposition of EPDM rubber membrane roofing materials.

To access the ERA website, go to www.epdmroofs.org.

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