



FOR IMMEDIATE RELEASE

BELLE AIRE CREATIONS HIRE ANNOUNCEMENT: JASON DHALIWAL, CHIEF OPERATING OFFICER

Mundelein, Illinois, November 09, 2021

Belle Aire Creations is proud to announce the appointment of Jason Dhaliwal as Chief Operating Officer, a new position within Belle Aire Creations. As COO, Dhaliwal will oversee operations for the global headquarters and play a lead role in the alignment and prioritization of company investments and integration efforts to expand services, capabilities and deepen vertical market expertise. Stacey David, Chief Executive Officer of Belle Aire Creations said, “As an established leader with extensive knowledge of our business, Jason Dhaliwal will help execute strategic priorities and drive sustainable growth within our organization. Mr. Dhaliwal understands the complexity of a fast-growing multi-faceted fragrance, flavor and malodor abatement organization and his expertise and experience in this sector will be invaluable in this new phase of progress and momentum.”



Dhaliwal has held numerous executive and operational leadership roles, including founding two startups, and scaling those capital-intensive businesses for growth. His most recent position was as Founder/General Manager and President of SDB Products from 2017 through 2021. He spearheaded all aspects of operations for a startup focusing on the manufacturing of consumer-packaged goods including hair care, personal care, deodorant, and other consumer sized products. Jason Dhaliwal has a proven track record of maximizing an organizations growth potential while improving efficiency across various departments.

Jason Dhaliwal said, “My objective as COO, is to support and collaborate with the Executive Board to build a highly inclusive culture ensuring team members thrive and to accelerate growth throughout 2022 and the future. I look forward to strengthening our brand as one who influences consumers lives every day through the unique experience of fragrance, flavor and odor technology and to support our clear ambition of being a leader in the industry both domestically and globally.”

About Belle Aire Creations

Belle Aire Creations was founded in 1982. We are a creative fragrance house offering the latest in perfumery, taste and malodor technology and trends along with excellent service and dependability. We will innovate and provide clear solutions to the complex technology, fragrance, flavor and ingredient challenges our customers face. Our corporate mindset is to establish quality through our team members which ensures product excellence for our partners to collaborate and create for the future.