*Media contact: Heather West, 612-724-8760, heather@heatherwestpr.com*

**Rockfon North America names new vice president of sales, Mike Goyette**

***Mike Goyette joins the Rockfon leadership team in North America, bringing 20+ years of industry sales expertise, including 15 years with ROCKWOOL Group in various senior sales roles.***

Chicago (Jan. 2025) – Rockfon North America, part of ROCKWOOL Group, has named Mike Goyette as its new vice president of sales, effective Jan. 1, 2025. Goyette will continue to drive Rockfon’s business growth, and further strengthen the market position in the U.S. and Canada.

Goyette brings over 20 years of sales expertise, 15 of them within ROCKWOOL Group, most recently as the national sales director for ROCKWOOL North America based in Milton, Ontario, Canada. He was also the national sales manager for ROCKWOOL Technical insulation in North America.

Goyette commented, “Rockfon is in an exciting position in the market. We’re the only stone wool ceiling manufacturer in North America. With an increasing focus on healthy building materials that make a positive impact on people and the planet, Rockfon’s complete ceiling portfolio of stone wool, metal, and suspension grid products is well-suited to meet these needs. I look forward to building relationships with architects, specifiers, interior designers, distributors, contractors, and our customers. Our sales team will continue expanding the market’s knowledge of our core material, stone wool, and how its performance properties contribute to safe, healthy and durable spaces.”

***About Rockfon***

*We provide customers with a complete ceiling system offering, combining stone wool ceiling panels with suspension grids and accessories. Our ceiling systems are a fast and simple way to create beautiful, comfortable spaces. Easy to install and durable, they protect people from noise and the spread of fire while making a constructive contribution toward a sustainable future.*

*Rockfon is part of* [*ROCKWOOL Group*](https://www.rockwool.com/north-america/about-us/)*, the world leader in stone wool manufacturing, transforming volcanic rock into safe, sustainable products. We are committed to enriching the lives of everyone who experiences our products and to helping customers and communities tackle today’s sustainability challenges.*

*Rockfon is the only stone wool ceiling tile manufacturer in North America, offering a durable, high-performance acoustic ceiling solution that addresses challenges the built environment faces today; noise, the risk of smoke & fire, mold, mildew and more. With high acoustic performance and very low embodied carbon, our products are supported with a comprehensive range of sustainability documentation.*

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