

NKBA Announces 2026 Board of Directors

Kerrie Kelly, CEO and Creative Director, Kerrie Kelly Studio, Elected Board Chair

Bethlehem, PA – (October 23, 2025) — The National Kitchen and Bath Association (NKBA), the authority on the residential kitchen and bath industry and owner of the Kitchen and Bath Industry Show (KBIS), has announced its 2026 Board of Directors. Kerrie Kelly, CEO and Creative Director, Kerrie Kelly Studio, has been elected Chair of NKBA's 2026 Board of Directors, effective January 1, 2026. She succeeds Eduardo Cosentino, *EVP Cosentino Group & CEO Cosentino Americas*. Cosentino will stay on as a 2026 NKBA board member.

"It's an honor to step into this role at such a pivotal time for NKBA," said Kelly. "The association is evolving beyond kitchen and bath to embrace the full spectrum of residential design, and that broader vision is creating new opportunities for connection, inspiration, and global influence. As Chair, I'm committed to championing that whole-home perspective—bringing designers, brands, and innovators together to shape experiences that reflect how people truly live today. NKBA has always set the standard for design leadership, and together, we'll continue to expand that impact across every room, every market, and every corner of the industry."

In addition to Kelly, Scott Edmunds, Sr. Vice President of Marketing, Kohler Co., has been elected Vice Chair. Returning board member, Michael Gross, Senior Vice President, Whirlpool, will assume the position of NKBA Board Secretary/Treasurer.

"The 2026 Board represents the leadership needed for where NKBA is headed next," said Bill Darcy, NKBA Global President & CEO. "As we evolve beyond kitchen and bath to embrace the larger home and design ecosystem, strong guidance and diverse insight are critical. With Kerrie Kelly as Chair—someone who understands both the craft of design and the power of brand experience—we are well-positioned to deepen our influence, expand our reach, and champion a more connected, global design community. I look forward to working alongside this board as we continue shaping the future of the residential design industry."

The 2026 NKBA Board of Directors welcomes two new members — Alena Capra, CMKBD, Owner, Alena Capra Designs, and Vijay Shankar, Executive Chairman, Coletto Brands — who join returning board members Nicola Bertazzoni, Chief Operating Officer, Bertazzoni Group; Eduardo Cosentino, EVP Cosentino Group & CEO Cosentino Americas; Jill Ehnes, President of Delta Faucet Company; and Peri Friedman, COO, Fabuwood. Below is the complete list of the 2026 NKBA Board Members, who will officially take their positions on January 1, 2026.

2026 NKBA BOARD OFFICERS

**Kerrie Kelly, Chair**

CEO and Creative Director, [Kerrie Kelly Studio](#), Sacramento, CA

Kerrie Kelly is a nationally recognized design authority, creative director, and brand collaborator with over 30 years of experience shaping the design community and the businesses behind it.

As CEO and Creative Director of [Kerrie Kelly Studio](#), she leads with a California sensibility—where elevated aesthetics meet effortless function. Her award-winning interiors have earned her a reputation for delivering approachable luxury, while her strategic brand partnerships continue to push the design industry forward.

Kerrie works hand-in-hand with the world's top manufacturers, from [Cosentino](#) and [JennAir](#) to [Sherwin-Williams](#), [Feeney](#), [Fabuwood](#), and [Hestan](#). Leveraging her deep knowledge of residential design and product development, she helps these brands create meaningful experiences, design-forward innovations, and market strategies that connect with the architecture and design community—and beyond—in fresh, relevant ways.

Named the [2024 ASID Designer of Distinction](#) and serving as 2025 Vice Chair of the [NKBA](#), Kerrie is a longtime advocate for making great design more accessible and impactful. Her work and insights have been featured in [The Wall Street Journal](#), [Forbes](#), [USA Today](#), and beyond. Whether she's designing a home, developing a new collection, or forecasting future trends, Kerrie brings a rare mix of creativity, credibility, and industry savvy to every collaboration.

**Scott Edmunds**

Sr. Vice President of Marketing, [Kohler Co.](#), Kohler, WI

Scott is responsible for overall Kohler Co. brand marketing strategy and execution across the Kohler Co. family of businesses. This includes Performance, Digital, Channel, and Campaign Marketing strategies for omni-channel sales targets for all businesses and product categories for Kohler and Sterling brands across DTC, Retail/E-tail, Professional, and Trade Channels.

Prior to this role, Scott served as Vice President of Marketing for Global Faucets – Kohler Brand. In this role, Scott oversaw the Marketing and Product Development of Kohler Faucets around the globe. He joined Kohler Co. in 2000.

**Michael Gross, Secretary/Treasurer**

Senior Vice President, [Whirlpool](#), Benton Harbor, MI

Michael was named Senior Vice President, Product Marketing for Whirlpool Corporation in 2023, leading product marketing inclusive of merchandising, strategy, and product delivery engineering for the North American business, which exceeds \$10+ billion in annual sales.

In his 17 years with Whirlpool Corporation, he has held roles of increasing responsibility, including Sales roles for Lowe's, Maytag Stores, and Retail/Builder Channels, Director of Product Marketing for the US Cooking business, Merchandising, Operations, Brand Marketing, General Manager for KitchenAid Small Appliances, and, most recently, Vice President for the Lowe's Business. Prior to joining Whirlpool, he was employed by the NBA, Orlando Magic, and has also held leadership positions with REICO Kitchen and Bath (a Mid-Atlantic retailer).

2026 NKBA BOARD MEMBERS**Eduardo Cosentino (2025 Chair)**

EVP Cosentino Group & CEO [Cosentino Americas](#)

Eduardo Cosentino is the Executive Vice President of Global Corporate Sales and CEO of Cosentino Americas. In the former, he oversees the Group's sales efforts on a global scale, where he utilizes his multicultural background and sales experience to propel the company's product design and R&D forward.

In addition to his global sales role, he became CEO of Cosentino's North America operations in 2010, leading the company's growth in one of the largest and most important markets for the organization. Eduardo has developed a substantial career within Cosentino Group, working his way up by serving in multiple roles that allowed him to profoundly understand the business.

Prior to his current roles, he worked in multiple divisions, from workshop and commercial operations to sales and senior management roles, both at the regional and international level. He is also a member of Cosentino's Steering Committee, Executive Committee, and Company Board.

Since 2002, he has been VP of the Andalusian Marble Association, and in 2023, he was appointed to the Board of Directors of the Spain-US Chamber of Commerce, serving as Vice President. Eduardo is motivated by finding solutions to complex problems and developing the talents of his team while helping them develop professionally. Guided by his entrepreneurial spirit, intuition, and creative problem-solving, Eduardo is a key piece in the continued growth and success of Cosentino globally.

Nicola Bertazzoni

Chief Operating Officer, [Bertazzoni Group](#), Emilia Romagna, Italy

Bertazzoni holds a Master's Degree in Industrial Engineering from the University of Modena, Italy. Nicola started his professional career in the automotive business, working for the joint venture between General

Motors and Fiat, prior to holding management positions at Fiat Group in Italy and Toyota Europe HQ in Belgium.

In 2008, he joined the 6th-generation family-owned major appliance business. After serving in multiple roles, he assumed the position of VP Sales in 2012 with a focus on global sales, and set up subsidiaries for the corporation throughout Europe, Asia, and the Americas as part of a business development strategy in the key markets. Nicola is President/Director of all subsidiaries, including Bertazzoni North America Inc., the US & Canadian business unit. In 2021, he assumed the role of Chief Operating Officer for the entire Bertazzoni Group, overseeing the company worldwide.

Jill Ehnes

President, [Delta Faucet Company](#), Indianapolis, IN

As President of a multi-brand, multi-category plumbing organization with operations in North America and Asia, Jill Ehnes is responsible for developing and driving the Company's strategy, expanding the product and category footprint, and delivering superior results while nurturing a culture of innovation and passion for winning together.

Jill joined Delta Faucet Company in 2002 and has held a variety of leadership roles in information services, new product development, customer solutions, human resources, and omnichannel retail. In her previous role as vice president, omnichannel retail, Jill developed an interconnected, decision-maker-focused strategy and mindset to quickly respond to changing business and market conditions, ensuring a seamless omnichannel purchase experience. Jill also led the acquisition of Kraus, a leading brand of sinks, faucets, and related accessories, and introduced Delta® branded sinks. Additionally, she served as vice president of human resources from 2012 to 2019, where she designed and executed the DFC strategic planning process, created and implemented the Company's employer brand, and led human resources through a significant transformation.

Peri Friedman

COO, [Fabuwood](#), Newark, NJ

Peri Friedman is the Chief Operating Officer (COO) at Fabuwood, a leading semi-custom cabinetry manufacturer. With 14 years at Fabuwood, Peri has been instrumental in driving innovation and operational excellence across production, technology, sales, and logistics. She is known for implementing lean manufacturing practices and integrating advanced technologies, fostering a values-driven, customer-centric culture that empowers teams and enhances customer satisfaction.

Her influence is evident in every aspect of Fabuwood's operations. From fostering a fiercely dedicated team to maintaining a fast-paced environment and encouraging transparent feedback, Peri has been a driving force behind the company's distinctive culture. She also led the acquisition and integration of Plain & Fancy, significantly expanding Fabuwood's market presence and further solidifying its leadership in the cabinetry industry.

With a collaborative leadership style and a commitment to strategic growth, Peri has positioned herself as a key contributor to Fabuwood's success. An advocate for innovation and continuous improvement, she is recognized for her ability to build strong industry relationships, drive meaningful change, and deliver results that align with the company's long-term vision.



Alena Capra, CMKBD

Owner, [Alena Capra Designs](#), Miami, FL

Alena Capra is an award-winning interior designer, television host, and spokesperson with more than two decades of experience creating stylish, livable interiors. As Principal of Fort Lauderdale-based Alena Capra Designs, she is known for blending functionality and sophistication across residential and commercial spaces.

A Certified Master Kitchen & Bath Designer (CMKBD), Alena was named *Kitchen & Bath Business* magazine's 2024 Person of the Year and is a proud alumna of both the University of Miami and the Metropolitan Institute of Design. Her expertise and approachable style have made her a sought-after industry voice, with work featured in numerous national and regional publications.

Alena serves as Industry Ambassador and Spokesperson for Coverings, North America's largest international tile and stone exhibition, and represents Armina Stone as Spokesperson for its Miami location. She is also the longtime host of *SoFlo Home Project* on WPLG Local 10, where she has led more than 300 episodes showcasing inspired design transformations.

A frequent speaker at national design events, Alena combines her passion for design with a commitment to giving back—supporting organizations including Make-A-Wish Foundation, Ronald McDonald House, The Salvation Army, and Kid Sanctuary Campus. She is also a proud alumna of the Miami Dolphins Cheerleaders and the University of Miami SunSations Dance Team.

Vijay Shankar

Executive Chair, [Coletto Brands](#), Solon, OH

Vijay Shankar is the Executive Chairman of Coletto Brands, the parent company of Kichler and Progress Lighting, two of the most respected names in residential and commercial lighting. With more than 30 years of leadership experience, Vijay has a proven track record of driving growth, profitability, and organizational transformation across both U.S. and global markets. His expertise spans strategy development, mergers and acquisitions, e-commerce, sales management, pricing and profit optimization, and cross-functional leadership.

Prior to leading Coletto Brands, he served as President of Kichler, where he guided the company through significant expansion and strategic integration. Since the formation of Coletto Brands in 2024, Vijay has focused on uniting both businesses under a shared vision—advancing innovation, operational excellence, and long-term growth across categories.

Vijay holds an MBA from Pittsburg State University and a Bachelor of Commerce in Accounting from Osmania University in Hyderabad, India. He serves on the Board of Directors of the Greater Cleveland Partnership, the nation's largest metropolitan chamber of commerce, and has held leadership and volunteer roles with organizations such as Rising Star Academy and Enactus, a global nonprofit advancing sustainable business innovation.

[Visit this link](#) to download headshots of the 2026 NKBA Board of Directors.

About the National Kitchen & Bath Association (NKBA) and the Kitchen & Bath Industry Show (KBIS)



NKBA is the not-for-profit trade association that owns the Kitchen & Bath Industry Show® (KBIS). With 55,000 members in all segments of the kitchen and bath industry, the NKBA has informed, educated, and supported the industry since the association was founded in 1963. The mission of the NKBA is to inspire, lead, and empower the kitchen and bath industry through community, professional certification, and learning and events.

For more information, go to [NKBA.org](https://www.nkba.org) or call 1-800-THE-NKBA (843-6522). KBIS® and NKBA® are registered trademarks of the National Kitchen & Bath Association.

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