

Greg Owens
CEO, Sherrill Manufacturing

Along with co-founder, Matthew Roberts, Greg Owens has lead Sherrill Manufacturing, Inc. (SMI) and Liberty Tabletop through the ups-and-downs of a turbulent economy in the early 2000s, driving what is now a successful and rapidly growing company, as well as a brand that holds the estimable position of being the only flatware made in the United States. As CEO and Co-Founder of SMI, Owens was highly influential in the reinvention of SMI in 2008, when it became evident that the company's previous relationship with Oneida – SMI utilizing the Oneida Ltd. Manufacturing facilities – lacked the necessary structure and focus to build a successful, made-in-America brand. To help launch SMI into its new chapter and carve a viable niche with great growth potential, Owens focused on creating the Liberty Tabletop flatware brand.

In addition to his daily CEO responsibilities for SMI, today Owens is particularly hands on in the web-based development of the Liberty Tabletop brand, placing special emphasis on web-based promotions via social media and cost-per-click advertising. Through his direction, strategic planning and implementation oversight, the brand continues to grow at a fast pace, appealing especially to populations looking to support U.S. manufacturing as well as the jobs and quality assurance that come with it.

Owens' work before teaming up with his long-time friend and Oneida colleague to form SMI and launch the U.S.-made liberty Tabletop, is, perhaps ironically, strongly based in a great deal of personal and professional international experiences. He attended and graduated high school in Sao Paulo, Brazil, during which time he was introduced to a diversity of international communities. His teenage experiences lead him to pursue an international business career, and in 1986 Owens graduated from Minnesota State University, Mankato, with majors in Business Administration and Spanish with concentrations in International Business and Marketing.

After college Owens began to develop his international business and sales skills working in the international air freight and steel distribution industries. As his experience grew, he was promoted and transferred to Toluca, Mexico to manage inside sales and customer service for steel distribution. Closing out Owens' 13 years living and working in Mexico was his work for Oneida Ltd. At Oneida, Owens primary focus was on finance, manufacturing, and mergers and acquisitions. He also successfully restructured and sold several entities.

In 2005 when Oneida decided to cease all U.S. manufacturing in favor of a low-cost Asian import model, Owens teamed up with Roberts to create Sherrill Manufacturing, which acquired the sprawling Oneida manufacturing facility in Sherrill, New York. Owens consistently demonstrates his dedication to the company's and the brand's foundations of driving the American environment in a safe, ethical and environmentally friendly way.

In addition to his work in the flatware business, Owens dedicates his time to the Made in America cause. He is Co-Chairman of the CPA (Coalition for a Prosperous America) that focuses on Made in America issues from Country-Origin Labeling to De Minimis express shipments that put American manufacturing at a disadvantage. His work with CPA has included extensive lobbying on Capitol Hill, advocating on made in America issues. Owens has also worked closely with other organizations such as MadeInAmerica.com to help promote the Made In America event as well as other interests of the organization. As a result of this work, he has been widely quoted on the subject in publications ranging from the Wall Street Journal to the Washington Post.

Owens and his wife, Kate, reside in Oneida.

Matthew A. Roberts
President and COO, Sherrill Manufacturing

New York born and raised, Matthew Roberts seemed destined to co-lead a highly successful business based in Oneida County, founded on principles of supporting the American economy and boasting of the only brand of flatware manufactured in the United States. As President and COO of Sherrill Manufacturing, Inc. (SMI) Roberts is highly involved in the day-to-day operations and growth of the company and the Liberty Tabletop brand, as well as takes on responsibility for product design, General Sales Agent performance, and special projects.

Along with co-founder, Greg Owens, Roberts has lead Sherrill Manufacturing, Inc. (SMI) and Liberty Tabletop through the ups-and-downs of a turbulent economy in the early 2000s, driving what is now a successful and rapidly growing company which has its roots in Oneida Ltd.'s ceasing of U.S. manufacturing. In 2005, Roberts and Owens acquired the sprawling Oneida manufacturing facility in Sherrill, New York, establishing SMI. Then in 2008 Roberts became highly influential in the reinvention of the company when it became evident a new structure and focus to build a successful, made-in-America brand. To help launch SMI into its new chapter and carve a viable niche with great growth potential, Roberts focused on creating new SMI patters for products including the flatware that would distinguished the Liberty Tabletop brand.

Roberts started his journey toward SMI as early as Mohawk Valley Community College, from which he graduated third in his Engineering Science curriculum. After two years there, he earned his Bachelor's Degree in Electrical and Computer Engineering from Clarkson University, a Masters in Electrical Engineering from Syracuse University and an MBA from the Whitman School at Syracuse University.

Roberts spend the first five years of his career at GE Aerospace in Utica, New York as an Electrical Engineer, designing timing and control circuitry for stealth aircraft infrared systems. In 1991 he joined Oneida Ltd. as a quality engineer, then over the next 12 years moved into a succession of positions with increased responsibilities which included operations and engineering management in Oneida's Toluca, Mexico plant, new product development and implementation of lean manufacturing throughout Oneida's Sherrill, New York Facility, and finally Vice President of Manufacturing/Engineering. Ironically, this last position saw Roberts in charge of closing all domestic operations which ultimately would lead to the formation of SMI.

Like his partner, at SMI Roberts continuously leads the company to follow its founding principles of preserving the silver-smithing craft as well as American jobs.

Roberts and his wife Alice live in Oneida and enjoying working together at SMI.