



# 2024 Woman of Distinction Marketing & Public Relations



**Amy Smiley**  
Vice President of Marketing & PR  
*84 Lumber*

Amy Smiley is the vice president of marketing and public relations for 84 Lumber and has been with the company since 2016. In her role, Amy is responsible for leading all aspects of marketing, including creative development, media buying, public relations, events, and digital media for the brand. As a dedicated leader, Amy also oversees the philanthropic initiatives of 84 Lumber, ensuring the company's significant contributions to causes nationwide, with millions donated each year.

Before joining 84 Lumber, Amy gained valuable experience at GNC World Headquarters in Pittsburgh, the U.S. Department of Labor, EDSA, and public

television. She holds a bachelor's degree in public relations from California University of Pennsylvania and a master's degree in integrated marketing communication from West Virginia University.

In addition to her professional commitments, Amy actively serves on the board of directors for the Washington Health System and the Washington Health System Foundation, showcasing her commitment to community well-being.

Amy resides in Mt. Lebanon, Pennsylvania with her husband, Matthew, and their two children, Sloane and Hayes.