

## PRESS RELEASE

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## RESET YOUR NEST HIRES CEO, PLANS FOR GROWTH IN 2022

*Salt Lake City-based Home Organization Company Sees Profits*

**Salt Lake City, Utah:** Reset Your Nest, a start-up professional home organizing company, has recently announced the appointment of its new CEO. This announcement comes after Reset Your Nest had its first profitable year and quadrupled its client base. Tori Horton will be joining as the new CEO. She brings 20 years of startup experience working with over 10 early-stage companies, some who were funded by major venture capitalist firms including Andreessen Horowitz, Northgate Capital, Lightspeed Venture and more. Recently, Horton left PayPal as a senior product manager where she was responsible for women's economic empowerment.



Reset Your Nest will be expanding its national footprint in 2022 with Horton as its CEO and principal investor. The company believes the national market opportunity for home organizing is over \$500 million dollars. Horton will support Reset Your Nest to meet consumer demand.

In 2022, Reset Your Nest will incorporate as a B-corp with a social mission to revalue the care economy. This designation will value the work of home organizers and fairly compensate workers for the professional household management skills they provide.

*“Reset Your Nest started out as a small business with a goal of creating beautiful and functional homes. I knew what a positive impact my organizational systems would have on families. What I didn’t expect was the life-changing experience Reset Your Nest would be for the women working for me,” shares Jen Martin, founder of Reset your Nest. “With the growth of Reset Your Nest and the addition of Tori Horton as our CEO, we’re doing our part to revalue the care economy. It’s an understatement to say that I’m beyond excited for the future of Reset Your Nest.”*



Reset Your Nest has organized over 150 homes across the United States and continues to grow. Reset Your Nest is a regular on KSL Studio 5 and will be highlighted in a forthcoming home organization book by Shira Gill, as well as numerous blogs and podcasts.

For more information on Reset Your Nest, visit [www.resetyournest.com](http://www.resetyournest.com).

#### **ABOUT RESET YOUR NEST**

Reset Your Nest was established in 2020 by Jen Martin in Salt Lake City, Utah, built to make lives better by creating beautiful and organized systems that let you enjoy life more. As Reset Your Nest continues to expand across the nation, we continue to create higher quality of life for families and the women that work for Reset Your Nest by being a positive addition to the care economy. Reset Your Nest has organized over 150 homes across the United States.

To see our latest news, visit our website, or stay up-to-date by following our [Instagram](#), [Facebook](#) and [LinkedIn](#) accounts.

#### **QUESTIONS OR INQUIRIES**

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