



Celeste Vaughn Co-Founder

Celeste loves the excitement of her role as one of Hottrok's founders and sometimes gets lost daydreaming about its global potential. She has a strong business-to-business marketing background and has worked for technological companies focused on manufacturing. Her enthusiasm continues to grow with the momentum of the project as she sees Hottrok as a "game-changer" for the radiant floor-heating market.



Rodger Bennett Co-Founder

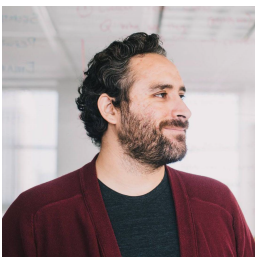
Rodger is a passionate craftsman, carpenter and tile-setter and puts great value and emphasis toward jobsite flow. Tile setting has more critical nuances than most other trades. His passion for his work, coupled with knowing the comforts of warmed tile and its potential in the industry, led him to create a better installation product for the application of radiant heating under tile.

Through his creative mind and a lot of hard work, he created Hottrok - The world's most efficient radiant heating installation panel.



Andrew Kersey Graphic Designer

Growing up in Southern California and immersing himself in anything creative Andrew has been designing graphics for the past 15 years for companies large and small. Projects over the years have ranged from websites and tradeshow booths to complete branding and livery design.



Alex Medina Web Developer

Alex hails from Long Beach California and has never met a line of code he couldn't write. Intrigued by the challenge ahead Alex is driven to create the most cutting edge platforms for the web. His projects have varied widely from fluid websites to innovative application development.