

Arleigh Greenwald Joins the Tern Team



November 4th, 2020 – Urban mobility specialist Tern, and Stile Products, Tern's North American branch office, are pleased to welcome Arleigh Greenwald to the team.

With nearly two decades of experience in the bike industry, Arleigh is known for running Bike Shop Girl Family Cyclery, which has inspired and empowered families to get on the bike and leave the car at home. In the virtual sphere, Arleigh is also

known for creating high-quality digital content that helps cargo bike owners worldwide, covering topics such as maintenance and riding tips.

"We've worked with Arleigh for many years and she's always been one of our favorite and most knowledgeable dealers," said Steve Boyd, General Manager for Stile. "When we heard that Arleigh was closing her bike shop in Denver to move with her wife and kids to the East Coast, and that she was looking for something new to focus on, we jumped at the opportunity to add her to the team. Her experience as a bike shop owner, bike mechanic, and former Tern dealer are all invaluable – and her feedback has often made us rethink how we design our products. We're really excited to bring her onboard."

As Stile Product Marketing Manager, Arleigh will be responsible for content creation and dealer training for the North American market. In addition, Arleigh will be part of the Tern Global Product Development Team, helping to shape the future of the Tern lineup.

"When I think of all the brands I've worked with across the bike and outdoor industries, Tern has always been a leader in making thoughtfully designed products to help people bike more," said Arleigh. "Even more importantly to me, they value their dealers and customers above all. They always listen for feedback, design to solve problems, and always focus on customer satisfaction. I'm thrilled to be part of a company working to make a sustainable future through cycling."

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