

Renson North America Promotes Max Sebrechts to Architecture & Design Director

Renson North America announces the promotion of Max Sebrechts to Architecture & Design Director, effective December 1, 2025. In this national role, Sebrechts will lead architectural specification efforts across the Renson and Corradi brands, strengthening engagement with the architecture and design community throughout the United States.

➔ Sebrechts has been with Renson for nearly nine years and brings more than two decades of industry experience spanning regional and national sales, architectural presentations, and market development. Having worked across diverse U.S. markets—including Florida, Texas, California, and Colorado—he brings a deep understanding of region-specific design, construction, and performance requirements.



“I’ve had the opportunity to experience Renson’s growth in the U.S. from the ground up,” Sebrechts says. “That perspective allows me to support architects not just from a product standpoint, but by understanding where we’ve been, where we are today, and how we can better support specification-driven projects moving forward.”

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As Architecture & Design Director, Sebrechts serves as the primary liaison between the Renson family of brands and the A&D community nationwide. His responsibilities include supporting specification platforms, collaborating with regional sales teams, and guiding projects from early design intent through dealer coordination and execution.

A central focus of Sebrechts’ role will also be expanding Renson North America’s accredited continuing education offerings. The company is currently developing three new accredited courses focused on façade cladding systems, architectural screens and awnings, and louvered roof structures—each with a strong emphasis on sustainability, material efficiency, and long-term performance. The courses will be available both online and in person through Renson’s new partnership with AEC Daily by the end of Q1.

“With this role, the entire architectural specification process is centralized,” Sebrechts adds. “It allows us to better support architects earlier in the design phase and ensure projects are properly prepared before transitioning to our dealer and sales partners.”

Sebrechts will also support engagement initiatives at Renson North America’s newly renovated Dallas showroom and experience center, which now serves as a hub for architect education, product demonstrations, and industry events.

This promotion aligns with Renson North America’s broader strategy to unify its European design heritage with U.S.-based manufacturing, locally optimized solutions, and expanded commercial and residential specification capabilities across both Renson and Corradi brands.