



Naomi Neilson

Founder & CEO

Entrepreneur, designer, and advocate for sustainable craft, Naomi Neilson has built her career around a simple yet powerful idea: that art, culture, and business can work in harmony to make a positive impact.

While studying at Cal Poly in San Luis Obispo, CA, Naomi's entrepreneurial spirit took root. Travels through Mexico and Morocco introduced her to artisans preserving generations-old craft traditions — an experience that inspired her lifelong mission to support their artistry and bring their work with the world.



In 1996, Naomi founded Native Trails and introduced the brand's now-iconic hand-hammered copper basins, helping to establish copper as a mainstay material for luxury kitchens and baths. In the years that followed, she ushered in a new era of material innovation for kitchen and bath spaces - pioneering reclaimed wood vanities long before the industry imagined their potential, creating the sustainable NativeStone® concrete category, and reimagining Murano glass as functional art for the bath.

Today, Naomi collaborates with artisans in Mexico, the U.S., Vietnam, Italy, and beyond to create Native Trails' award-winning, ethically crafted designs. The brand's products are featured in more than 1,300 showrooms across North America.

As one of the few female CEOs in the kitchen and bath manufacturing space, Naomi stands out as a thoughtful, forward-thinking leader. She was named Manufacturing Professional of the Year by the Decorative Plumbing & Hardware Association (DPHA) and recognized as one of San Luis Obispo's "Top 20 Under 40." She founded Community Trails, a program supporting charitable giving and volunteerism, reflecting her long-standing commitment to community and impact.

A long-time advocate for responsible business, Naomi championed Native Trails' pursuit of B Corporation certification, ensuring that the company's core values — ethical partnerships, environmental stewardship, and social responsibility — remain embedded in its framework for generations to come. Nearly three decades after founding Native Trails, she continues to guide the brand's vision, advancing sustainable design and thoughtful craft. She resides on California's Central Coast with her husband and children.

For more information, visit www.nativetrailshome.com. Follow Native Trails on [LinkedIn](#), [Instagram](#), [Pinterest](#) and [Facebook](#).

###