

Naomi Neilson

Founder & CEO

The Native Trails story is in large part the story of its chief visionary, Naomi Neilson. Naomi founded Native Trails in 1996 and is best known for introducing the company's iconic copper basins to the world - effectively helping to establish hand-hammered copper as a mainstay material for luxury kitchens and baths.

Naomi's entrepreneurial spirit, along with her pursuit of innovative designs, artistry, and sustainable practices, propelled Native Trails while she attended college at Cal Poly in San Luis Obispo, Calif., where the company is also headquartered. Enamored by the talent of artisans she met during her early travels to Mexico and Morocco, Naomi enjoyed bringing home art from exotic locales so others could also experience it. She researched and traveled extensively, visiting remote villages where artisans practiced ancient craft traditions. As an advocate for indigenous peoples and fair practices, Naomi began providing craftspeople with design and operational guidance, helping initiate a reliable revenue stream for their local economies also introducing the artisans' handiwork into homes throughout the world.



Today, Native Trails' artisans construct their products in facilities located in Vietnam, Mexico, and the United States using fair and sustainable practices. Native Trails ships its award-winning products to more than 1,300 showrooms across the U.S. and Canada, while its website, nativetrails.net, offers sales beyond North America.

Naomi is one of the few female leaders in the sustainable kitchen & bath industry; an industry that is heavily reliant on female consumers. Her leadership has been recognized by Decorative Plumbing & Hardware Association (DPHA), naming Naomi Manufacturing Professional of the Year in 2005. She has also been featured in San Luis Obispo's 2009 "Top 20 under 40" list.

Having built a multinational business now in its 20th year, Naomi still finds inspiration in the people, culture, art, and traditions in villages around the world – including her own backyard where Native Trails employs artisans from California's Central Coast. She continues to seek out new materials and designs, as well as artisanal and sustainable practices for Native Trails.

Naomi currently lives in the San Luis Obispo area with her two children.

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