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**Athena SWC adds two marketing associates to staff**

Amherst, N.Y., October 2, 2018—Athena SWC announced today that Kevin Zaepfel and Michael Schnell recently joined the firm as marketing associates. Both will be responsible for identifying qualified sales opportunities and providing market intelligence on the purchasing behavior of various business-to-business (B2B) target markets for Athena’s clients.

Zaepfel comes to Athena from Admar Supply where he worked as a parts/training manager. Prior to that Zaepfel was a logistics coordinator for CTS. He holds a bachelor’s degree in marketing from Niagara University.

Schnell is a former substitute teacher with Lackawanna City School District and has held coaching positions with Alfred State College and University of Pennsylvania. Schnell has earned an M.B.A. as well as a bachelor’s degree in sports management and marketing from Gannon University.

“We are fortunate to have Kevin and Michael on our team as marketing associates,” said Christopher Mays, Director of Operations. “They both bring a wealth of knowledge, experience and professionalism to the position. I’ve been impressed with each of their backgrounds as Kevin has previous sales and leadership experience and Michael played College Football for five years, while maintaining a 3.65 GPA! I’m getting two very competitive, hard-working individuals that are team and goal oriented. I couldn’t be happier with these additions.”

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**About Athena SWC**

Athena SWC, LLC, a subsidiary of The Bonadio Group, is a provider of outsourced services for marketing, new business development and sales support. Athena helps clients in complex business-to-business selling environments gather marketing intelligence, generate qualified leads, nurture relationships, improve sales-rep productivity and compress sales cycles—with the goal of converting clients’ prospects into customers and improving bottom-line results. For more information, visit [www.athenaswc.com](http://www.athenaswc.com).