



FOR IMMEDIATE RELEASE

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**Athena Hires Cullen Newland as Newest Marketing Associate**

Amherst, N.Y., April 25, 2018—Athena SWC is pleased to announce the hire of Cullen Newland as a Marketing Associate. Newland will be responsible for identifying qualified sales opportunities and providing market intelligence for Athena’s growing client base.

Newland previously worked as a market research intern for Athena SWC where his responsibilities included verifying and obtaining prospect contact information through outbound call activities and online research.

“I’m excited for him and for us. In my opinion, we just improved our team with the addition of Cullen Newland,” said Christopher Mays, Director of Operations. I’ve been impressed with his motivation and eagerness to learn. Cullen’s passion for sales and marketing make him a natural fit for what we do.”

Newland holds a bachelor’s in Business Administration with a concentration in Operations and Supply Chain Management from the University At Buffalo.

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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).

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