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**Wanda Salerno Promoted to Productivity and Quality Manager at Athena SWC**

Amherst, N.Y., November 4, 2016—Athena SWC, a premier provider of demand generation, lead management, marketing and sales support process services, has announced the promotion of Wanda Salerno to productivity and quality manager. In her expanded role, Salerno will be responsible for creating and implementing process improvements and work flow efficiencies within the company's operations. As Athena continues to grow, Salerno, in her newly created position, will be instrumental in ensuring that the company continues to meet its customers' expectations and provide the level of quality services they have come to expect.

Salerno, who majored in accounting at Jamestown Business College, has been with the firm since 2005 when she started as an administrative assistant with GEMKO, an affiliate company. Her most recent role was operations coordinator for Athena, where she provided scheduling and operations support. Salerno brings extensive experience and an in-depth understanding of Athena's operations.

"Wanda plays such an important part in our organization and growth; that's why we call her "The Glue!" said Manager, Operations and Account Management, Christopher Mays. "I've always been impressed with her dedication and willingness to go above and beyond; however, expanding Wanda's role to a management position was a result of her leadership skills, high level of maturity and integrity, strong respect for others, and ability to work effectively on a team. I'm happy for Wanda and excited for her to leverage these strengths, which will have a positive impact on our company."

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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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