



FOR IMMEDIATE RELEASE

Contact: Lisa Benson
Athena SWC

Lbenson@athenaswc.com
(716) 270-8118

Athena SWC promotes Zach Bouley to senior marketing associate position

Amherst, N.Y., February 1, 2017—Athena SWC has announced the promotion of Zach Bouley to the position of senior marketing associate. Bouley started with Athena SWC in September 2016 as a marketing associate. Building on his previous role, Bouley will be responsible for developing and managing lead opportunities through strategic marketing to build and maintain strong sales pipelines for his clients.

Prior to joining Athena SWC, Bouley worked as an assistant manager at 84 Lumber and was also a marketing intern at Cornerstone Market Research. The experience in sales, management, customer service and marketing he amassed from these positions set the foundation for his success at Athena SWC.

“Since day one, Zach has been a sponge. He’s a quick study, hard worker, and goal oriented, which I believe has helped him prepare for this next role as Senior Marketing Associate,” said Director of Operations Christopher Mays. “Zach’s organizational skills and ability to effectively multi-task is well suited to lead and drive the engagement plan for our customers as we continue in our mission to be the subject matter experts for new business development.”

Bouley holds a B.A. degree in communications with a concentration in marketing and advertising from the State University of New York at Buffalo.

###

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.

*100 Corporate Parkway, Suite 200, Amherst, New York 14226
716-929-2711 716-250-6605 fax www.athenaswc.com*