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Athena SWC continues to grow; hires Nathan Ashley Marketing Associate

Amherst, N.Y, January 25, 2016—Athena SWC has announced the hire of Nathan Ashley in the role of marketing associate. Ashley will be responsible for identifying qualified sales opportunities and providing market intelligence for Athena’s growing client base.

Ashley previously worked as a market research intern for Athena SWC where he was responsible for verifying and obtaining prospect contact information through outbound call activities and online research.

“Nate has shown himself to be smart, thoughtful, reflective, and not afraid of hard work. After taking into consideration the work he performed as an intern, feedback from his colleagues, and my own interactions and meetings with him, I knew I found the right person for this job!” said Christopher Mays, Director of Operations.

Ashley holds a Bachelor of Science degree in business administration with concentrations in marketing and operations/supply chain management from The State University of New York 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.

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