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**Scott Hill promoted to account manager at Athena SWC**

Amherst, N.Y., August 16, 2017—Athena SWC announced the promotion of Scott Hill from senior marketing associate to the position of account manager. This promotion reflects the contributions he has made to the company and Athena’s commitment to providing its employees with career growth opportunities and recognition of their achievements.

Hill joined Athena SWC in 2014; this marks his second promotion within the company. He started as a marketing associate and quickly transitioned into the position of senior marketing associate, where he took on the additional responsibilities of managing and executing the day-to-day activities required to implement Athena’s strategic marketing processes for his clients. This included the development and management of lead opportunities and maintaining strong sales pipelines. Prior to this, he worked with the New York Islanders as a group sales executive. It was here that he learned to develop client relationships and use creativity in sales and marketing processes.

In Hill’s new role he will nurture client relationships by providing guidance and expertise on Athena’s processes, identify areas Athena can provide support to the client’s sales processes, and identifying process improvements. In addition, he will provide direction and coaching to senior marketing associates, marketing associates, and research associates to improve skill and production.

“Scott has been instrumental in our success, and we were excited to promote him to Account Manager,” said Christopher Mays, Director of Operations. “He has always gone above and beyond what is expected of him, to ensure that value and results are delivered to Athena customers. We were happy to reward that kind of hard work and dedication. I look forward to seeing his leadership, as it relates to managing customer programs and mentoring others.”

Hill holds a bachelor’s degree in sport management with a minor in computer applications from SUNY Cortland.

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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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