



FOR IMMEDIATE RELEASE

Contact: Lisa Benson  
Athena SWC

Lbenson@athenaswc.com  
(716) 270-8118

**Athena SWC promotes Robert Batcho to New Business Development Manager**

Amherst, N.Y., June 9, 2017—Athena SWC is pleased to announce the promotion of Robert Batcho to the position of new business development manager. Batcho joined Athena SWC in March 2016 as a senior marketing associate and quickly demonstrated his strength in filling the sales pipelines and creating new business opportunities for Athena clients. Batcho, who reports to and will work closely with Athena’s Managing Director and CEO, Todd Zielinski, will be responsible for building brand awareness and creating new business opportunities for the company in its targeted industries throughout the United States.

Prior to joining Athena SWC, Batcho worked as a marketing associate and team leader for U.S. Energy Development Corporation. He has valuable experience from Athena and U.S. Energy Development Corporation with building meaningful customer relationships and executing an effective sales and marketing strategy.

“As part of Athena’s growth plan, we understand the importance of building a sales infrastructure to lead our new business development expansion efforts across the U.S.,” said Zielinski. “Rob is a true subject matter expert in understanding and implementing Athena’s process model. He also brings a knowledge and skill set for developing new account relationships, as well as deep understanding regarding Athena’s industries focus specific to packaging, plastics, and metal related manufacturing environments. This is a perfect match for Rob’s continued professional development and Athena’s long-term growth strategy,”

Batcho holds a holds a bachelors degree in public communications from Buffalo State University.

###

**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).

*100 Corporate Parkway, Suite 200, Amherst, New York 14226  
716-929-2711 716-250-6605 fax [www.athenaswc.com](http://www.athenaswc.com)*