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Athena SWC hires senior marketing associate Patrick Ellement

Amherst, N.Y, March 23, 2017—Athena SWC has announced the addition of Patrick Ellement to the position of senior marketing associate. Ellement will be responsible for using Athena’s strategic marketing processes for the development and management of lead opportunities with a goal toward building and maintaining strong sales pipelines for his clients.

Ellement brings with him valuable business-to-business sales and marketing experience. He previously worked at inLighten as a new business representative where he was tasked with establishing clients in a brand new marketplace. His experience and skillset will allow him to immediately contribute to managing various aspects of the outbound marketing mix for Athena’s clients

“I am excited to welcome Patrick to the Athena family,” said Christopher Mays, Director of Operations. “His skills and experience in new business development will be a great addition to our team and will provide value to our customers. I believe we are fortunate to have someone of Patrick’s caliber to fulfill this senior marketing associate role.”

Ellement holds Master of Arts degree in integrated marketing communications from St. Bonaventure University, located in St. Bonaventure, N.Y., and a Bachelor of Arts degree in political science from Mercyhurst University, located in Erie, PA.

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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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