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Zach Costello to Join Athena as a Senior Marketing Associate

Amherst, N.Y., October 17, 2017—Athena SWC announces the hire of Zach Costello as a Senior Marketing Associate. Costello will use Athena’s unique strategic marketing processes to identify qualified sales opportunities, maintain a strong sales pipeline, and provide market intelligence for his clients.

Costello comes to Athena from the Department of Education Collections Department where he worked for 3 years. The experience he gained through his outbound calling activities in a high pressure environment will be an asset in his new position.

“We are very excited to welcome Zach to our team at Athena,” said Christopher Mays, Director of Operations. “Not only does he bring sales experience, but he is also a solid individual with a driven, goal-oriented personality that will fit nicely with our team and bring value to our customers.”

Costello holds a master’s degree in business and a bachelor’s degree in criminal justice, both from Niagara University.

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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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