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Contact: Lisa Benson
Athena SWC

Lbenson@athenaswc.com
(716) 270-8118

Athena SWC names Christopher Mays partner

Amherst, N.Y., February 13, 2019—Athena SWC, a premier provider of demand generation, lead management, marketing, and sales support services, has announced that Christopher Mays, Director of Operations, has been named partner. As a partner, Christopher will be involved in the strategic direction of the firm and play a key role in implementing plans for the firm's future growth initiatives, including building upon current offerings and expansion of new services. Chris will also actively participate in ownership and board of directors meetings.

"I'm proud to have Chris as part of the ownership team! I look forward to working closely with Chris as an integral part of building upon Athena's current success and future strategic growth initiatives," said Todd Zielinski, managing partner and CEO.

Christopher started with Athena SWC in 2007 as an intern and then part-time employee as Athena SWC was in its infancy. When Athena SWC was officially established in 2008, Christopher became the company's first full-time employee as a marketing associate, where he worked in the trenches identifying qualified sales opportunities and providing market intelligence to Athena's first few clients. Christopher grew professionally as the firm continued to expand, and positions were created for him as a need in the company developed – account manager, operations lead, operations supervisor, operations manager, and most recently, director of operations.

In addition to his role as a partner, Chris will continue to be responsible for Athena's daily operations, including customer retention and staff management, recruitment, training and mentoring. Athena SWC employs more than 20 professionals.

"Chris has been (and continues to be) a hardworking, loyal, and trusted employee, who manages all aspects of Athena's operations and client relationships. It's only fitting that we now call him "partner" as he truly deserves this honor and opportunity," Todd said.

"I consider myself extremely lucky and fortunate to have this opportunity. I'm surrounded by such a great team of hardworking, smart and professional people, and I remain committed to working with our group to make improvements that benefit our customers," said Christopher. "The future is bright for Athena. We have many ideas and exciting initiatives, and I look forward to being part of it."

Christopher is a graduate of D'Youville College of Buffalo with a Bachelor of Science degree in Business Management.

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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.