



Athena SWC promotes Todd Zielinski to CEO and managing director
Co-founded the company nine years ago

Amherst, N.Y., July 11, 2016—Athena SWC, a premier provider of demand generation, lead management, marketing and sales support process services, has named Todd Zielinski as CEO and managing director. He succeeds Michael Scalzo, who served in that role since the company was founded in 2007.

Zielinski began his career with an affiliated company, Gemko Information Group, and rose from intern to marketing development manager in just six years. He co-founded Athena with Scalzo, who also was CEO of Gemko until 2015. Although Scalzo has stepped down as Athena CEO, he continues as an Athena consultant and mentor to Zielinski, who most recently worked as director of Sales and Marketing for the company.

“Todd’s drive, dedication and ambition have been a large part of the driving force behind Athena’s achievements to date,” said Scalzo. “I am fully confident that he will be an outstanding CEO and will continue to lead Athena to new levels of success.”

“Co-founding this company with Mike was a big risk, but we’ve been rewarded for taking that chance,” Zielinski said. “Mike has been my mentor throughout my career, and I’m humbled by the trust that my Athena colleagues have in me. I’m looking forward to continuing our growth trajectory by staying focused on discovering new opportunities for our clients,” he stated.

Zielinski holds a bachelor’s degree in business management from D’Youville College, and is a graduate of the Buffalo Chapter of the Harvard Business School Executive Management Program.

About Athena SWC

Headquartered in Amherst, N.Y., Athena SWC, an affiliate of The Bonadio Group, has established itself as a reliable provider of lead generation and lead management services through their team of experts and their ability to quickly produce highly qualified sales-ready leads. Athena serves clients in a wide range of industries, including manufacturing, distribution and professional services.