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Contact: Lisa Benson
Athena SWC

Lbenson@athenaswc.com
(716) 270-8118

Athena SWC adds senior marketing content consultant Lisa Benson to its growing staff

Amherst, N.Y, September 29, 2016—Athena SWC has announced the addition of Lisa Benson to the newly created position of senior marketing content consultant. Benson will be responsible for creating marketing content at the rapidly growing company for generation and nurturing of clients' sales leads.

Benson brings extensive business-to-business marketing experience, having previously worked at Derrick Corporation and Multisorb Technologies in marketing roles. In addition, she has a strong technical background, having more than 12 years' experience as a technical writer and 11 years' experience as a chemical laboratory technician.

"Lisa brings a wealth of content development experience and manufacturing technical expertise that will provide our clients with a high level of consultative, value-added message creation capabilities," said Managing Director & CEO, Todd Zielinski. "Her ability to understanding the needs of both our manufacturing client base and their respective target markets will provide an immediate impact to Athena's content creation efforts and program execution."

Benson holds a Bachelor of Science degree with a concentration in technical communications from Rochester Institute of Technology, located in Rochester, N.Y., and an Associates of Applied Science in science laboratory technology from Niagara Country Community College, Sanborn, N.Y.

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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.

*100 Corporate Parkway, Suite 200, Amherst, New York 14226
716-929-2711 716-250-6605 fax www.athenaswc.com*