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## Pro-Link Expands Marketing Team

Contributed by Chris

CANTON, MA -- Pro-Link, a nationwide, full-serve janitorial supply organization, recently added two people to its marketing department: Mike Nelson as Vice President of Marketing and Diane Mahana as the company's Marketing Coordinator.

Nelson will be responsible for developing Pro-Link's product and marketing programs and building Pro-Link into a nationally recognized brand. His job will also include finding new ways for the company's distributor-members to expand their businesses and improve customer retention.

His past work experience includes more than six years in product marketing for such leading companies as Gillette and General Mills. Nelson has a MBA from the Kellogg School of Management at Northwestern University and a bachelors degree from Connecticut College.

Mahana will also help improve Pro-Link's product and marketing programs through the development of literature, sales materials, and training programs. She has performed similar work for electronics manufacturer Motorola, as well as companies in the medical device and Internet industries. Mahana holds a BA from the University of Massachusetts and an MBA from Bentley College.

"Pro-Link is definitely expanding its business operations and sophistication," says Paul Lemieux, the company's CEO. "Starting in 1984 with just a few distributors, we now have 70 members. To continue our growth and help our members succeed, we are hiring the best marketing minds we can."

According to Lemieux, Pro-Link began as a few distributors, combining their purchasing power to reduce procurement costs. "Today, however, we have adjusted to meet the more demanding needs of our members and the industry," he says. "We now help our members with a centralized purchasing function, field sales support and training, marketing support, as well as a national accounts program."

Lemieux adds the company expects to announce more additions to its staff in the near future.

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