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Local Business Owner Reports Growth, Promotions

The Sales NetWork, Inc. promotes three to vice president and positions company for successful year

OAK HILL, Va. (April 19, 2011) — Coming off a 2010 that saw tremendous business growth, Greg Zilberfarb, president of the Sales NetWork, announced three business executives to the title of vice president and a new director of communications and marketing, and developed new communications strategies to bring his expanding contractor core team under one uniform system.

Founded in 1999, The Sales NetWork, Inc. (TSN) provides niche-marketing solutions to companies in a wide variety of industries, specializing in alternative fuels and specifically propane autogas. Zilberfarb added five new associates, introduced a newly designed website, www.thesales.net, and launched 877.411.3243 as the company's new nationwide phone number.

Taking the lead as vice president of operations is Bill Polen of Daytona Beach, Florida. Polen brings more than 29 years of supervisory and staff training experience in the utility industry to his position at TSN. He has demonstrated versatility in marketing, business development, finance, operations, and customer service.

“Bill is my right-hand man when it comes to keeping our many events running smoothly — more than 50 last year,” said Zilberfarb. “His depth of knowledge of alternative fuel vehicles makes him the perfect resource at events, and his energetic, ‘can-do’ personality is the key to keeping our clients satisfied.”

Aligned with Zilberfarb's own career experiences, Alison Dimond of Missoula, Montana, assumes the role of vice president of strategy. Dimond has worked closely with major companies in a wide variety of positions.

“Ali is a self-starter with a deep appreciation for the environment and all things that aim to preserve it. Her alternative fuels background is extensive and diverse,” stated Zilberfarb. “With Ali plotting the

course, the company will continue to lead the way in market research, sustainable vehicle concepts, commercialization, and outreach efforts for our clients.”

Dimond also is pursuing a doctorate in environmental sustainability and consumer behavior with a focus on consumer responses to climate change.

Rounding out the promotions is Julie Puckett of Centreville, Virginia, who will serve as vice president of communications.

“Due to her enthusiasm and organizational skills, Julie is a driving force behind the company’s reputation for results when it comes to public relations and communication efforts,” said Zilberfarb. “She carries a solid record of developing new business and surpassing corporate sales and performance goals.”

Puckett worked for Home Buyer Publications, where she started as a show manager, was promoted to an account executive, and then to advertising sales director, leading the sales team and developing marketing material. With a large portion of TSN’s clients stemming from Zilberfarb’s alternative fuel industry connections, Puckett’s past experience as director of communications and member services for the Natural Gas Vehicle Coalition has given her a leg up with “green industry” clientele.

Katey Evans of Bridgeville, Delaware joins the team as director of communications and marketing. Evan’s background in the agriculture sector expands TSN’s offerings to meet the specific needs of the agribusiness industry. Evans will provide communications assistance and lead TSN’s future growth initiatives.

About the company: Founded in 1997, theSales.NetWork, Inc., (known as The Sales NetWork), specializes in niche-marketing solutions to companies, non-profits, and government agencies in a wide variety of industries. The company has extensive experience in the alternative fuels industry, specifically propane autogas. TSN designs custom programs in technology deployment, education and outreach, event planning, webinars, training workshops, Internet television, and more. Clients include the Propane Education & Research Council, ROUSH CleanTech, and the Department of Energy.

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