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FOR IMMEDIATE RELEASE

SAGE ANNOUNCES MANAGEMENT CHANGES AND PROMOTIONS

SAGE adds new management position and announces several key promotions.

Addison, TX (September 22, 2014) SAGE is happy to announce several management changes and promotions.

Jarod Thorndike, formerly Director of Distributor Sales, will be transitioning into a new position as Director of Strategic Relations. In this role, he will handle all relationships with SAGE's largest clients, regional associations, and other strategic partners. David Natinsky, President of SAGE, said "Given our commitment to our largest clients, the regional associations, our technology partners, and other strategic relationships, we felt it was important to have one dedicated, long-time, senior-level person responsible for continuing to build, foster and grow these critically important relationships. We're excited that Jarod has agreed to take on this new position. Given his depth of knowledge in the industry as well as with our products, we have no doubt he's going to do an excellent job in this new role."

Blake Bozeman, formerly Director of Supplier Sales, will take on the new role of Director of Sales, where he will oversee both the supplier and distributor sales teams and manage SAGE's overall sales strategy. Natinsky continued, "Blake has already been a huge asset to our team in the short time that he has been with the company. We're excited to see him take on this new role and we know he is going to continue to excel."

Ryan Hanchey has been promoted from Distributor Sales Team Lead to Distributor Sales Manager, and Teri Cragle has been promoted from Supplier Sales Team Lead to Supplier Sales Manager. They will both report to Blake Bozeman and are responsible for distributor and supplier sales teams, respectively, including sales training, goals, and incentives.



“These management adjustments will help us continue to grow as a company and provide our customers with the tools and resources they need to succeed. Congratulations to all; we look forward to what the future holds,” Natinsky concluded.

About SAGE

SAGE, based in Addison, Texas, is the leading provider of information, marketing and business management solutions to the promotional products industry. In addition to SAGE’s flagship SAGE Online™ and SAGE Mobile™ research and business management services, SAGE also provides the industry with other research services, order management, website and email services, e-commerce solutions, end user catalogs, artwork services, payment processing, tradeshow, tradeshow management services, and lead retrieval software. SAGE is also the exclusive technology provider for members of the Promotional Products Association International (PPAI), the industry’s non-profit association. For more information, please visit www.sageworld.com or call 800.925.7243.

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