

PRESS RELEASE

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HELD PROMOTED TO NATIONAL SALES VP AT BODEK AND RHODES

PHILADELPHIA, PA -- Marc Held, an 18 year sales veteran known as “the face of Bodek and Rhodes”, was promoted to the position of Vice President of National Sales, effective April 1, 2014.

“Marc has truly earned this position,” noted President/CEO Michael Rhodes. “His remarkable work ethic, follow-through, leadership and sales results, combined with the amazing key contacts he developed who rely on him as their trusted apparel advisor, expert and friend... all these things led to our decision to recognize him as one of our leaders spearheading initiatives for growth here at Bodek and Rhodes. “

Held’s career skyrocketed after joining Bodek and Rhodes from the sporting goods industry as his second career job after college, leaping from an inside sales rep to outside rep, to sales manager and then National Sales Director. He not only has been a huge contributor to Bodek and Rhodes’ rise to the six largest supplier and third largest apparel wholesaler in promotional products, but also in his relationship-building with key accounts, suppliers and industry leaders through the country. He has gained a reputation as a talented sales professional, speaker, apparel expert and industry insider whose advice and participation is sought out by a wide array of individuals and organizations, most specifically in his recent service as President and board member of the Philadelphia Area Promotional Products Association, Co-Chair of the PPAI North American Leadership Conference Task Force, and the Board of Directors of the Premier Group, and as a top-rated speaker for both PPAI and ASI. He was also lauded with ASI’s Industry Rep of the Year in 2007, and as a PPAI Rising Star in 2012.

In addition to Marc’s current responsibility of directing the Outside Sales Team, he will take on responsibility for developing sales objectives and strategies for all National Accounts and directing their execution. Further, Marc will join the Executive committee and participate in developing the overall strategic direction of the company.

“I am humbled and flattered to earn this new opportunity. I feel I have grown up here at Bodek and Rhodes. All along the way, I have been listened to, acknowledged for my hard work, and appreciated. I can’t tell you how exciting it is that I will continue to be an important part of Bodek and Rhodes’ future success, developing the customers I love,” comments Held proudly.

Bodek and Rhodes is a national, family-owned apparel distributor headquartered in Philadelphia, PA. They offer quick nationwide shipping from five strategically-located distribution centers in Pennsylvania, Michigan, California, Florida and Massachusetts. More information on Bodek and Rhodes is available online at www.bodekandrhodes.com or at facebook.com/bodekandrhodes.

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