

MVP SPOTLIGHT

Kathy Lojacono

HALO Branded Solutions

What is your title/role at HALO? Independent Account Executive

What do you like best about your company?

They never say “NO.” Everything I have needed to grow my business is readily available. Marketing, pricing, supplier relations, A Field RVP and best of all it’s customized for me. I never, ever feel like I am out there alone, because I never am.

What is new & upcoming with your company?

What’s new? Everything. Seems like HALO is always on the cutting edge and always looking at what helps us grow our business. The latest I see is expanding smaller programs. This is a very real competitive advantage.

Tell us something about you that most people may not know.

I love sales, working hard and competing. This is true outside of work too! I get up most mornings at 4:50 AM to attend boot camp or spin class. My goal is to ride between 60-75 miles per week and become stronger and healthier, every day, every week, every year.

If you could choose any profession other than your current one, what would it be?

I would host my own talk show. Where I would get a new outfit every day, have my make-up and hair professional done for me. I would get paid to talk! My nickname growing up was “Chatty Kathy.”

What is your passion?

My passion is my 3 amazing, beautiful and driven children. They complete me in every way. They make me happy.

What drives you?

I love competing and being the best I can for myself and my family. And believing the best to come is always in front of me.

Do you have a superpower? If yes, what is it? If not, what do you wish you could do?

My super power is hearing, empathy combined with intuition. I pride myself on actually hearing what people say but also intuitive hearing.

Are you currently mentoring anyone?

The young person in front of me who when I look in their eyes and hear their words, needs a shoulder, a helping hand, an ear and a hug. The younger generation has so much potential but everyone needs a hug sometimes.

If you were an automobile, what make and model would you be?

Mercedes Benz, GLC Coupe, SUV – takes the road less traveled, loves adventure, taking challenges head on, and most important always willing to push the limits.

What was your biggest win in 2019?

I targeted 5 companies (major players) I wanted to do business with and I can tell you that I gained a large share of the business with 3 of them and expect at least 1 of the other 2 to have similar if not greater success with in 2020.

Do you have a spirit animal?

The Tiger, who trusts himself, acting fast when needed and is guided by strong feelings.