

## American Solutions for Business Announces Promotions



ASB has promoted Amy Spychalla to Vice President of Strategic Operations Support. Spychalla joined the company in January 2003 as a promotional product specialist, helping to promote the promotional product category to sales associates before moving into strategic operations support shortly after its inception. She currently leads ASB's strategic operations support and vertical market teams which work to support sales associates in their sales efforts – from discovery, proposal and presentation through to implementation, go live and customer reviews.

“SOS and vertical markets has helped many of our sales associates land accounts that they may not have been able to secure on their own,” explains Spychalla. “The team is well rounded, responsive and serves as a wonderful liaison between sales associates, customers, supply chain partners and internal staff, resulting in streamlined program implementations. I want to reach even more associates so that they fully understand our services and how we can help them keep and grow their business. I am so proud of the team and the support they provide.”



ASB has promoted Miriah Cassidy to Vice President of Sales Support. Cassidy joined the company in October 2008 as a Sales Support CSR before rising through the ranks as a Sales Support Supervisor, Process Improvement Manager, Director of Order Management, Senior Director of Sales Support and Executive Director of Sales Support. She leads a team of individuals that work hard every day to support ASB's sales team.

Cassidy is responsible for leading ASB's following teams: Sales Support CSRs, Prompt Pay Compliance, Expanded Services, Operational System Training and Support and Sales Support Leadership teams. She is focused on people and operational process and efficiencies with offices in Glenwood and Starbuck, MN, Missouri and multiple at-home workers, remote leadership and team support.

“I want to continue to be the voice for our team as our company grows and evolves,” shares Cassidy. “We have so many talented individuals. I have a goal to find the right challenges that will allow them to further their careers.”