

ZOOMcatalog Adds Rob Alley as Director of Marketing



Rob Alley has been hired to lead marketing for ZOOMcatalog, a leading technology provider in the promotional products industry. Alley will play a key role in all branding, product and digital marketing, growth initiatives, sales enablement, customer experience, internal and external communications, and more.

“We couldn’t be more thrilled to announce Rob has joined our team. He’s a perfect fit for ZOOMcatalog as he brings years of experience across the promotional products industry and B2B technology services,” stated Bryony Zelman, Co-founder.

Alley, based in Seattle, will make an immediate impact resulting from his unique mix of positions at the distributors BDA and Juice Marketing, plus the supplier iClick, where he was responsible for all marketing activities, while helping drive go-to-market strategies and business development. Alley has also been a senior product marketer at B2B SaaS providers ProQuest and Nintex.