

Matthew Davis Joins All Star's Executive Sales Management Team

All Star Incentive Marketing is pleased to announce the addition of Matthew Davis, an accomplished sales and analytical business leader, to its Executive Sales Management Team. With more than a decade experience in results-based sales operation leadership, Davis is passionate about cultivating high-performing teams and fortifying relationships with targeted customers to exceed business goals. The ongoing nurturing of sales techniques and targeted initiatives that align with emergent business strategies, is a proven approach for Davis. While guiding a national team of Regional Sales, Inside Sales, and Digital Consultants at Affinitiv Inc., Davis maintained a sharp focus on uninterrupted sales performance improvement with cost control strategies that delivered a positive impact to the company's bottom line.

All Star is a recognized thought leader in the areas of employee engagement and the Environmental, Social, and Governance (ESG) movement. Making visible the hidden connections between employee engagement, ESG, and overall company success is where All Star will continue to drive success for itself and its clients. As All Star continues to enjoy rapid expansion, the search for talented sales professionals that understand the intricacies of consultative sales and the integration of a SaaS platform is critical.

The experiences and success that Davis has acquired makes him a perfect addition to the All Star team. Davis will focus on building customer relationships with large US based companies in need of higher levels of employee engagement to drive success in the areas of safety, wellness, customer service, sales and the like.

All Star President, Brian Galonek, shares, "After only a couple of weeks on the job, Matthew Davis has proven that he is an early adopter that believes heavily in using a consultative selling process to build rapport with prospects and clients. In short, we got the right guy!" Thankful for the opportunity, according to Davis, "I am motivated and driven to hone sales techniques and strategies to influence, negotiate, gain commitment and develop relationships. I am looking forward to being part of the team that takes All Star to the next level."