

Michele Sabia  
AAA Innovations

What is your title/role at AAA Innovations?

VP of Sales - New England Territory

How long have you been in the industry?

18 Years

What do you like best about your company?

The unique tailgating category we specialize in

What is your favorite promo product that you own and use?

A tote bag from Trader Joe's :)

Do you have any words of wisdom for people who are just starting out in the industry?

Persevere :-)- it's a fun industry with great people, but it takes a while to develop a client base.

As sustainability becomes a driving factor in how we all do business, what are some ways you and your company are making changes to the status quo?

In 2023, we made recycled material the standard for all of our handheld umbrellas, market umbrellas, tents and chairs - at no additional cost.

When attending a tradeshow what is your Key to Success?

To ask specific questions about their clients so I can provide meaningful suggestions + solutions

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

I am a highly competitive person, I do not always show it, but my internal fire keeps me going each and every day!

What is your favorite quote (movie/literary/personal)?

"If not today, when?"

Do you have any fun hobbies or meaningful volunteer work?

I am very passionate about animal welfare. I volunteer every Sunday at the Vintage Pet Rescue in Foster, RI. We rescue older dogs and dogs with special needs.