

Alana Snow
Barker Specialty Company

What is your title/role at Barker Specialty Company?

I am the Marketing Coordinator and Vendor Relations assistant at Barker Specialty Company.

How long have you been in the industry?

I have been in the promotional products industry for 10 months – my first job after graduating from Nichols College.

What do you like best about your company?

What I appreciate most about Barker Specialty is the support and mentorship I've received. For my first job, having mentors with many years of experience, has been incredibly valuable. Their guidance has helped me confidently transition from the classroom into the business world. The culture of Barker Specialty is positive and exciting... I look forward to coming to work every day.

How do you describe what you do to non-promo people?

I help companies use branded merchandise as a marketing tool through creative ideas and solutions. If you can dream it, we can make it happen.

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

My favorite promotional product is the branded backpack given to me when I joined Barker Specialty. It is something I use every day and a great example of how a branded item can be stylish, useful, and a constant reminder of the industry we work in.

Words of wisdom for people just starting out in the industry

My advice to anyone entering the industry is to be yourself and take advantage of every learning opportunity. I've learned not to sit on challenges for too long, if I need help, I ask. Doing so allows me to learn faster, gain different perspectives, and build stronger solutions. In an industry driven by creativity and collaboration, that's where real growth happens!!!

Words of wisdom for people who've been in the industry for a long time

To those who have been in the industry for a long time, I would encourage you to continue sharing your knowledge and fostering collaboration. I'm incredibly grateful when someone takes the time to teach me.

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?

We became EcoVadis certified a few years ago, which has been incredibly helpful during RFP requests. We also always try to offer a sustainable alternative when presenting ideas, as that is important to buyers to have the option and know that we are aware of these things.

When attending a trade show what is your Key to Success?

When I attend a promotional products trade show, my focus is on asking questions to learn about each supplier and the products they offer, such as sustainable options and why their products are special. I really appreciate the amount of knowledge that surrounds every product and love the ways reps romance their products as well as provide case studies.

Shout out to someone who has made a difference in your career

I would like to give Amy Serrano not only a shout out, but a thank you. Since joining Barker Specialty, Amy has helped me grow by leading by example, sharing her insight, and has helped me further develop by being my go-to resource for questions and guidance.

[Tell us something about you that most people may not know.](#)

Something people may not know about me is that I love staying active and pushing myself. After playing soccer in college, I've continued to challenge myself by taking on new sports and goals-- right now I am obsessed with skiing.

[Favorite quote](#)

"Alone we can do so little; together we can do so much."

– *Helen Keller*

[Do you have any fun hobbies or meaningful volunteer work?](#)

I frequently volunteer with Barker Specialty, supporting community initiatives and local events. One that stands out to me is the Abilities Without Boundaries Hot Cocoa Fun Run, where our president, Gerry Barker, also serves on the board of directors, further reflecting our company's community engagement. Abilities Without Boundaries is a Connecticut-based nonprofit that empowers individuals with disabilities through job training and inclusive employment opportunities, and it's important to support organizations like this because they create meaningful pathways for independence and community inclusion.