



AFFINITY CONNECTION CONTINUES GROWTH, EXPANDS TALENT WITH THREE NEW HIRES

State College, PA, July 9, 2018 – Affinity Connection, a Pennsylvania-based direct marketing firm serving over 200 clients nationwide, recently added three new professionals to its team.



Molly Shoemaker joins the Affinity Connection team as strategic program manager. Molly spent over 12 years with Copper Beech Townhomes, helping grow the company to be the fifth-largest student housing company in the nation, with nearly a half billion dollars in assets. While working there, Molly oversaw the database administration, reporting, human resources and various accounting and budgeting aspects of the company. Molly is passionate about the analytical side of marketing and is excited to enhance the strategic direct marketing approach of Affinity’s robust catalog of services. In her free time, Molly enjoys hiking, traveling and spending time with her family.



Joining the new members of Affinity Connection’s core leadership team is Tim Altero, director of sales. Tim is a trailblazer in go-to-market strategy, recently proclaiming: “With our help, Affinity Connection’s clients will achieve their revenue growth milestones by leveraging our world-class demand generation and guerilla marketing tactics. In today’s crowded markets, it is mission critical to have a robust marketing strategy with sales pedigree. I joined Affinity Connection because I am thrilled to help our clients emerge victorious.”



Prior to joining Affinity Connection, Tim built the inside sales operation at KCF Technologies, one of the fastest growing industrial technology companies in the nation. Having moved to State College from California, Tim had also helped build the channel sales business unit for NComputing, Inc., based in the Silicon Valley. When Tim is not at work forging new partnerships, he enjoys spending time with his lovely wife and four young children. He is also an avid runner, soccer player and bar-dueling pianist.

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Maria Landschoot joins Affinity Connection as an editorial assistant. After graduating from Penn State with a B.A. in English in 2016, she worked as an editorial assistant at Routledge, a leading publisher of academic books, in Manhattan. While at Routledge, she developed cutting edge project management and communication skills. Working with world-renowned scholars, she guided over 100 books to publication and assisted in the development of hundreds of upcoming titles. Maria is excited to bring her unique skillset to Affinity Connection's clients.

Affinity Connection's CEO Greg Woodman is delighted to bring such experienced and talented new additions to the team.

"The addition of these new team members will help the company increase annual revenue and decrease fundraising expenses for the firms' clients, as we lead our clients to greater levels of direct marketing success through marketing outreach and business-to-business lead generation," he said.

Affinity Connection provides strategic, data-driven "friend-raising" programs that grow donors and donations for nonprofit and membership-based organizations, as well as business-to-business lead generation and marketing for for-profit companies. Integrated platforms for data, direct marketing and giving streamline the donor and customer experience, making every interaction personal and meaningful.