



## Advantage Sales and Marketing Announces Transition in Leadership

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### **Chris Olivier named President, Sales**

#### ***President and COO Mark Meyer to retire***

Advantage Sales and Marketing, LLC (ASM) today announced a change in its executive leadership with the retirement of President and Chief Operating Officer Mark Meyer later this year. Meyer will spend the next several months transitioning his responsibilities to Chief Strategy Officer, Chris Olivier, named President of Sales, effective Feb. 2.

"Mark has built a first-class client and customer-focused organization at ASM," said Sonny King, ASM's Chairman and Chief Executive Officer. "His dedication and service to ASM has been invaluable. He retires from ASM with a reputation for excellence in our industry and I thank him for his outstanding contributions over the years."

Meyer has more than 30 years' experience in the sales and marketing industry. While at ASM, he was responsible for leading the client services team. He also founded Central Marketing, Inc., a former ASM member company and part of the company's consolidation in 2003.

"Thank you to all our clients, customers and associates who I've had the privilege of working with over the years," said Meyer. "I will miss ASM and the people who make it truly a great organization."

"Chris' strategic vision for ASM has been a tremendous asset for our organization," said King. "This is a critical time for ASM as we find new ways to grow our business with an intense focus on the needs of our clients and customers, and Chris will help lead the way in this new role."

Olivier joined ASM in July 2008. He previously served as Chief Executive Officer for more than seven years at The Smollan Group, one of the largest sales and marketing agencies with operations in South Africa, China and India. He has more than 17 years

of retail and consumer packaged goods experience. He holds a bachelor's degree and an MBA from the University of South Africa.

"I am very excited about the opportunity," said Olivier. "Advantage Sales and Marketing is endowed with a blue-chip client base, substantial customer relationships and great people. I am fortunate to have such a quality foundation to build upon. I thank Mark for his contributions to ASM and the industry throughout his career."

### **About Advantage Sales and Marketing, LLC**

Advantage Sales and Marketing (ASM) is a premier consumer packaged goods sales and marketing agency, committed to building brand value for our clients and customers. ASM's cradle-to-cart—post-manufacture to consumption—customized sales and marketing solutions includes headquarter sales, retail merchandising and marketing services, specializing in client and customer events, publications and assisted-selling services for the grocery, drugstore, club, convenience, natural/specialty, consumer electronic and home center industries. Headquartered in Irvine, Calif., ASM has 66 offices in the United States and Canada. Visit [www.asmnet.com](http://www.asmnet.com) today.

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