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Hub Pen Hires Lisa Fosdick as Director of Sales

Braintree, MA, May, 2017 – Hub Pen Company and Beacon Promotions are proud to announce the addition of industry veteran Lisa Fosdick as Director of Sales. The self-described Sales and Branding Leader joins the company after a long career in the promotional products industry: She helped to grow a multi-million dollar distributorship, earning the honor of being named Counselor Magazine’s Salesperson of the year. She later served as director of Training and Development for one of the industry’s largest distributorships. With her passion for branding and creativity, she was able to establish her own multi-million dollar distributorship. Lisa also worked as Director of Marketing for the British Beer Company a 14 location pub group in Massachusetts and New Hampshire.



“Given my background as a former distributor, I bring that viewpoint to the Hub Pen Sales Team,” says Fosdick. “Also when I was with British Beer Company, I got to be on the end user side of the desk, purchasing promotional items and apparel, so I can see the business from several perspectives.”

The Massachusetts native has always enjoyed working with the Hub Pen sales team. “I remember Joe Fleming (now Hub Pen’s President) making sales visits to my company,” Lisa remembers. “I was thrilled to have the opportunity to join Hub Pen, especially with the exciting new opportunities the company offers.”

Lisa lives in Plymouth with her husband of 17 years Charlie, and daughters 15 year old Sadie and 18 year old Sophie, who is heading to the University of Massachusetts Honors College this year. Lisa and her family love skiing and enjoying the beaches of Plymouth.

“I am excited to have Lisa join the Hub Pen team,” says Hub’s Senior VP of Sales and Marketing Trina Bicknell. “She has great experience in the promotional product industry and her knowledge and positive outlook make her a great fit to manage the sales team!”

About HUB:

Boston has been described as the “Hub of the Universe” and in the Hub Pen story the same holds true. From Frank and Rita Fleming’s humble beginnings in Boston in 1954 to the 100 million pen annual operations of today, Hub Pen has grown to serve an ever-increasing national and international market. Our customers have rated us “A” on the SAGE rating system and 5 out of 5 stars on ESP. For more information on Hub Pen, visit our website at hubpen.com or call customer service at 800-388-2323.

About Beacon:



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A multiple Star Supplier Winner with a great reputation for service. Our customers have rated us “A+” on the SAGE rating system and 5 out of 5 stars on ESP. Beacon offers a wide selection of products, such as: calendars and planners, table covers, flashlights, highlighters, housewares and name badges. You will also find premium leather products in our Canyon Outback Leather line and Name Brand products for executive gifts and incentives. For more information on Beacon, visit our website at beaconpromotions.com or call customer service at 800-628-9979.