



NEWS RELEASE

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AIA Corporation Announces New Director of Marketing

AIA continues to build its marketing department, bringing innovative solutions to its Owner and Dealer Communities

Neenah, WI (April 2, 2019) – AIA Corporation (AIA), a holding company for OfficeZilla, today announced the appointment of Billie Jo Mathusek as the company's new Director of Marketing.

In this role, Mathusek will lead all aspects of AIA and OfficeZilla's marketing efforts, including strategic leadership, content strategy and execution, public relations, email marketing strategy and trade show and event management.

Mathusek will continue to develop the company's marketing department to ensure that top talent is hired to support OfficeZilla's growth and help the Dealer Community build their businesses with confidence "We took a thoughtful look at how to effectively build our internal marketing team to enhance our capabilities and provide AIA Owners and OfficeZilla Dealers with meaningful and engaging marketing tools they can use to build awareness, increase engagement and grow sales," said Kimberly Fulford, SVP of Owner Success. "Billie Jo is undoubtedly the perfect person to fill this role. Her understanding of entrepreneurship, extensive expertise in retail marketing, ability to build dynamic cross-functional teams, and forward-thinking leadership style makes her extremely well suited to take our marketing capabilities to the next level."

Mathusek has spent over two decades in the marketing industry, with a special emphasis on retail marketing and consumer insights. Most recently, Mathusek served as the Senior Marketing Manager at Pacon Corporation where she led the development and execution of a refined long-term marketing and growth strategy and was a key driver in the foundational build out of their online presence driving significant sales growth."

Mathusek also owned a consulting firm where she helped various businesses—including multi-million-dollar business, as well as small businesses—to use customer insights as a tool for campaign management, corporate rebranding and growth initiatives. Mathusek spent the majority of her career at J.J. Keller, a world-class publishing and printing organization, where



she worked her way up to managing a \$75 million business unit start-up team of 26 who focused on customer acquisition, customer relationship management. and increasing customer spend through multi-channel marketing techniques.

“I have always been surrounded by a family of entrepreneurs and as a significant part of my career, chose that path for myself,” said Mathusek. “I know the grit and determination it takes to succeed as a business owner, the obstacles that can stand in the way and how to create opportunities for success. I look forward to working closely with our Community to understand their unique marketing needs and implement innovative solutions that drive growth.

About OfficeZilla

OfficeZilla was founded in 2012 with the belief that the business products industry was ready for a high value dealer services model that provides leverage for the dealership owner and an end-customer-obsessed way of doing business. Combining proprietary web-based tools with a dedicated support team and a commitment to exceptional service, OfficeZilla provides an outstanding shopping experience for customers and unparalleled support for the OfficeZilla dealers who serve them.. The company began franchising in 2014 and now has 32 franchisees in the continental United States. OfficeZilla’s growth and success earned it a spot on the Inc. 5000 list in 2017 and the Pacesetter Award by the Atlanta Business Chronicle in 2016 and 2017. For more information, visit www.officezilla.com

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