



## **NEWS RELEASE**

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### **OfficeZilla Announces Kristen Murphy as New General Manager**

KENNESAW, Ga. (Feb. 21, 2019)—OfficeZilla announced today the appointment of Kristen Murphy as the company's new General Manager. In this role, Kristen will oversee the company's daily operations, build and leverage industry partnerships, increase OfficeZilla brand awareness and have full P&L responsibility. Additionally, Kristen is responsible for expanding OfficeZilla's Dealer community and working closely with current OfficeZilla Dealers to help them increase sales and profits.

Kristen comes to OfficeZilla with over 10 years of B2B sales and operational experience. From managing and growing key and national sales accounts to supporting business products franchisees, Kristen takes the time to fully understand entrepreneurs' businesses and finds solutions to help them succeed.

Most recently, Kristen served as the first Partner Manager with Regency Franchise Group. In this pioneering role, she onboarded and trained business product dealers and supported their efforts to add new customers and grow share of wallet with their existing customers.

"Kristen has a long and proven track record of building relationships with independent business owners to help them deliver results, find opportunities for growth and exceed sales goals," said Matt Gresge, CEO of AIA Corporation, the holding company for OfficeZilla. "OfficeZilla has a history of providing best in class technology, strong marketing support, leveraged purchasing, and a great community of like-minded dealers. Kristen is the perfect fit to ensure OfficeZilla's continued evolution and growth for the existing OfficeZilla Dealers and to attract new dealers from the independent dealer channel.

As Kristen continues to support the existing OfficeZilla Dealers and add new dealers to the OfficeZilla Community, she will work closely with OfficeZilla's first-call wholesaler and other industry partners to secure competitive pricing, provide marketing support and continually identify opportunities to lower costs and increase efficiencies for the OfficeZilla Community.



“With the lines being blurred between suppliers and competitors in the business products channel, the independent dealer needs a trusted, steadfast partner in the marketplace to support their business and allow them to compete and thrive. Therefore, it’s a priority for us to continue investing in OfficeZilla so we can be that partner for the independent dealer,” said Gresge.

### **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](http://www.officezilla.com).