



## **iPromo Adds Two New Executives, Continues to Grow Talented Team**

*2x Inc. 5000 and Best Places to Work winner keeps expanding*

**CANAL WINCHESTER, OH (September 27, 2022)** - [iPromo](#), the market leader in promotional products, corporate gifting, and company store solutions, today announced two senior additions to its team. Cody Sanderson has been named Executive Vice President of Strategic Partnerships and Sean Sullins joins the company as Executive Vice President of Sales. The new appointments were effective July, 2022.

Sanderson brings over two decades of brand and corporate merchandise experience, with extensive background in strategy, marketing and business development. As Executive Vice President of Strategic Partnerships, he will develop new partners and pursue large RFP opportunities.

Sullins has over twenty-seven years of success as an executive sales leader and coach, including driving rapid growth, sales management and executive leadership. As Executive Vice President of Sales, he will lead the company sales, support, and customer success teams to drive strong top and bottom-line impact across the organization.

"It's exciting to join a company that empowers organizations around the world to grow their brand and relationships," said Sullins. "I'm looking forward to meaningfully contributing to iPromo's future success."

"iPromo has all of the building blocks to be a leader in promotional products, corporate gifts, and custom eCommerce stores," said Sanderson. "I am thrilled to join a growing organization and such a dynamic team."

iPromo develops and implements powerful branded merchandising solutions for its clients, including a number of Fortune 500 companies. They are a two-time *Inc. 5000 Fastest Growing Privately Owned Companies in America* award winner as well as a *2021 Best Places to Work* honoree.

"Our growth comes from the effort, passion, and can-do anything attitudes of our incredible team," said Leo Friedman, CEO, "Sean and Cody will help propel us to new heights and I'm beyond excited to learn and grow together. We will also continue to add talented folks to our team in the coming months."

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## **About iPromo**

iPromo, est. 1999, delivers corporate gifts, curated promotional products, and branded online company stores for over 52,000 clients worldwide. iPromo is also focused on helping companies go green with EcoCloud – a simple solution to reuse, recycle or donate unused swag. To learn more, visit [www.iPromo.com](http://www.iPromo.com)