

FOR IMMEDIATE RELEASE

ASLAN Announces New President Marc Lamson

ATLANTA (Oct. 22, 2012) – ASLAN, one of the leading providers [sales training solutions](#) for Fortune 500 companies, recently announced the appointment of Marc Lamson as ASLAN's new president. Lamson has worked with ASLAN for six years and plans to help the team grow and accelerate their ability to drive change for their clients.

"Over the last six and a half years, I'm amazed at the impact we have had on individuals and our clients as a whole by blending life-principles with sales principles," said Lamson. "ASLAN has the most talented team I have ever worked with. I'm planning to help our team focus on how we can optimize our ability to meet the growing demand for our unique approach by leveraging technology, improving processes and continuing to hire people with the special qualities our clients value."

Marc has 15 years of experience in sales, service and management. In his previous role as a senior consultant, Lamson worked with organizations such as LifeMasters, Blue Cross & Blue Shield, Merck & Company and Wells Fargo. Before working at ASLAN, Lamson spent 13 years at APC, a leading F1000 company, and held various sales management positions including Director of Customer Solutions for North America and Europe.

"As we continue to strive to improve our ability to drive change within a sales organization, we realized it was time to make a few changes at ASLAN," said Tom Stanfill, CEO of ASLAN. "Change requires accountability to a process and who better to improve and build those processes than a leader who built a global sales organization from scratch. Marc is highly gifted, passionate about getting it right and lives out the other-centered philosophy – both at work and at home. We're incredibly blessed to have him lead us to the next level."

Trusted by companies such as MetLife, Pearson Education and Merck to deliver superior sales training, ASLAN has built a reputation as an organization that intimately understands the problems that sales managers face. ASLAN's training makes a true impact on the client's staff and their sales.

To learn more about Lamson or ASLAN's sales training solutions, visit www.ASLANtraining.com.

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About ASLAN:

ASLAN Training and Development is a global sales training and consulting firm that offers customized, onsite inside sales training, field sales training and sales leadership development. For over 15 years, ASLAN has helped internationally recognized brands, such as FedEx, Johnson & Johnson, National Geographic, Schneider Electric and others, improve the performance of their sales reps and managers. ASLAN recognizes that all sales roles are not the same and has developed a total suite of solutions that includes strategies for hiring, transitioning managers into coaches and leaders and improving overall performance for each of the 11 unique sales roles.

Contact ASLAN:

Kevin Cash
ASLAN Training and Development
866.362.6496 ext. 105
KCash@aslantraining.com