



ATS

Advanced Technology Services, Inc.

We Make **Business** Run Better.

www.advancedtech.com

Advanced Technology Services, Inc. Recognized with a Silver Stevie® In 2017 American Business AwardsSM

Advanced Technology Services (ATS), a leader in industrial services specializing in technology-driven equipment maintenance, industrial parts management and IT support, was awarded a Silver Stevie® Award in the 15th Annual American Business Awards.

ATS received this honor for its strong marketing leadership and high performance strategies targeting the Consumer Packaged Goods industry. Acting on market research and business intelligence, ATS aligned their value proposition with specific buyer personas in CPG. This methodical approach was an evolution from previous mass campaigns and represented a powerful shift to more deliberate inbound/outbound efforts utilizing new and innovative marketing technologies.

An elite panel of fourteen industry leaders from various companies comprised the judging committee. Judges commented that the ATS campaign strategy was a “brilliant, well researched and thought out campaign with great results” noting it “also shows ingenuity in recognizing the need for innovating new ideas and then implementing them.”

“As a growth organization, being honored with this prestigious award demonstrates our ability to drive business growth through high performance marketing strategies and deliverables,” noted Sandra Marchand, ATS Director of Marketing. “I would like to congratulate our talented marketing team not only for its accomplishment in driving results for the business, but also for our continuing transformation and relentless pursuit in achieving marketing operational excellence.”



Watch Sandra Marchand, Director of Marketing, Advanced Technology Services, accept the award.



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