

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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IMI PROMOTES ETTER TO VICE PRESIDENT, SALES OPERATIONS

CHAMBERSBURG, Pa. – International Marketing, Inc. (IMI) is proud to announce that Dorothy Etter has been promoted to Vice President, Sales Operations.

Etter has served IMI in various capacities for more than 15 years. Her roles have included government sales, regional sales management and oversight of IMI's inside sales team. Prior to joining IMI, Etter worked in the legal field and began her sales career selling advertising. As Vice President, Sales Operations, she leads IMI's national sales force and serves on the company's executive management team.

“Dorothy has a long track record of success with IMI,” said Bob Fogal, President & CEO of IMI. “We are excited to have a proven performer, who brings a wealth of knowledge about our products and customers, rise to this position in the company.”



International Marketing Inc. (IMI), founded in 1973 in Chambersburg, Pa., develops and markets automotive and trucking maintenance products and equipment worldwide. For more information about IMI call 1-800-233-7086.