

# Expo Logic Hires Ronald Maslow as New Director of Sales

BROOMALL, PA /Send2Press Newswire/ – Ronald Maslow joins the Expo Logic team as Director of Sales, according to Jeffrey Cooper, president and chief executive officer. Expo Logic is the leading provider of registration, lead management, interactive technology and PC rental services for the corporate conference and exposition industries.



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“Ronald adds critical depth to Expo Logic. His extensive background in sales will facilitate our continued growth and strategic partnerships throughout the industry,” said Cooper.

Maslow brings to Expo Logic more than 15 years of sales experience for high-profile organizations such as AT&T and Dent Wizard International. Most recently, he was the district sales manager for Dent Wizard, overseeing the development of daily operations and sales training.

In his new role, Maslow will be responsible for managing all sales activities for current and future Expo Logic clients, developing strategic marketing plans for expanding the Expo Logic brand, and building and overseeing a sales force.

Maslow has a bachelor’s degree in business management from the University of Tampa.

## About Expo Logic

Since 1979, Expo Logic has been the leading provider of registration, lead management, interactive technology and PC rental services for the tradeshow, exposition and corporate meeting industries. The company has helped more 1,800 shows and over 2 million registrants increase their return on investment, improve sales, and enhance their relationships with customers, employees and partners.

Expo Logic is headquartered outside of Philadelphia in Broomall, Pennsylvania, and has sales offices in New York.

For additional information, visit [www.expologic.com](http://www.expologic.com)

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