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FOR IMMEDIATE RELEASE

American Solutions for Business Promotes Taylor Borst to Senior Director of Marketing & Vendor Relations



Glenwood, MN –July 20, 2023 – American Solutions for Business has promoted Taylor Borst to Senior Director of Marketing & Vendor Relations. In this new role, she is responsible for leading, creating and executing short and long-term strategic direction of the following departments: marketing, events, public relations, vendor relations and product support.

Taylor has been with ASB for over 8 years, serving in many roles including Strategic Operations Support Specialist, Promotional Product Specialist, Communications & Public Relations and for the last 2.5 years, Director of Marketing, Events & Public Relations.

“I’m excited and honored to take on this new role and work even closer with our dynamic, talented teams,” shares Borst. “My mission has always been to create connectivity and add value for our sales associates, home office, vendor partners and end-user customers. I look forward to learning from our vendor relations team and exploring

ways to contribute to our already outstanding efforts.”

In addition to her responsibilities within ASB, Taylor also serves as the 2023 President of UMAPP, is a contributing writer for PromoCorner and PPAI, is a Sous Chef with PromoKitchen, was featured #3 on PPAI’s 2023 #Online18 and was a 2019 PPB Rising Star.

“I’m excited to continue to work closely with Taylor,” expressed VP of Marketing, Vendor Relations & Events, Dana Zezzo. “She has been instrumental in many of the positive changes of our team, and I have full confidence in her ability to continue to be a leader at ASB.”

About American Solutions for Business

American was founded in 1981 in Glenwood, Minnesota, and has evolved into a leading distributor, providing our customers with print, promotional products, marketing collateral, fulfillment and more. Despite our growth in technology, resources and sales, we maintain our grassroots attitude by operating as the only large employee-owned distributorship in the industry. This results in a team of personally-invested employees that care for our customers’ branding, spend and creative reach to help achieve their goals.

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