



**For Immediate Release**

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**ArchPoint Welcomes Michele Hanson to Its Sales  
Management Consulting Practice**

**March 19, 2009** – ArchPoint Consulting, a division of ArchPoint, is pleased to welcome Michele Hanson to the firm. Michele will focus on Organizational Development, Leadership Effectiveness and Strategic Sales Solutions for our clients. She will also play a strong role in client development and management.

Michele brings to ArchPoint more than 20 years of experience leading and working with top-producing sales and marketing teams for companies such as Minute Maid (Coca-Cola), First Data Corporation, McLane Company and The Pillsbury Company (General Mills). Michele has also driven initiatives for several organizations in the areas of enterprise sales strategies, trade spending effectiveness, collaborative business planning, impactful consumer promotions, 1-to-1 Marketing, and sales/marketing approaches for the Convenience Store Industry Segment. She founded the Network for Executive Women for the Consumer Products & Retail Food Industry and has served as its President & as a board member. Michele has also been recognized for the Facilitated Mentoring programs she developed and the non-profit organizations she formed for teens. Most recently she has been a sought after speaker, trainer and consultant in the areas of Leadership Effectiveness, and Gender/Generational Diversity.

Michele received her BA in Political Science and Economics from the University of Minnesota. She is certified in GenderSpeak, the Birkman Method and the Franklin-Covey FOCUS Program.

“Michele brings a solid background of experience in sales, marketing and leadership development with top tier organizations spanning CPG manufacturing, distribution, payments and marketing services. She is well regarded within the CPG industry for her efforts in founding and leading the Network of Executive Women. We are pleased to have Michele on our team,” notes Richard Spoon, CEO of ArchPoint.

**About ArchPoint**

ArchPoint is dedicated to finding growth and productivity solutions for their clients through strategy, sourcing and execution. Their three divisions provide professional management consulting, global sourcing and sales agency services – all focused on their clients’ success in the market.

ArchPoint is headquartered in San Antonio, Texas with locations in Austin, Boston, Cincinnati, Cleveland, Dallas, Las Vegas, Los Angeles, Milwaukee, New Orleans, New York, and Philadelphia.

To learn more, visit [www.archpointgroup.com](http://www.archpointgroup.com)