



Convenience  
Distribution  
ASSOCIATION

# PRESS RELEASE

## CONVENIENCE DISTRIBUTION ASSOCIATION ANNOUNCES PROMOTIONS OF KEY STAFF

**NOVEMBER 14, 2019 - RESTON, VA** – The Convenience Distribution Association (CDA), a not-for-profit organization supporting convenience product distributors in the United States, announces the promotions of Angie Simonetti to executive vice president and Alex Swaim to senior director of technology and communications.

"The promotions of Alex and Angie align with the strategic plan to position the Association for long-term continued success in the convenience distribution industry. We are committed to building an enduring association, and I couldn't be more encouraged than to announce these promotions," said Kimberly Bolin, CDA president and CEO. "Their expertise will contribute to CDA's future as we work every day to stay relevant for our members and the future of the industry."



*Angie Simonetti*

Simonetti assumes the position of executive vice president (EVP), a vacant position last held by Bolin. Simonetti joined the CDA earlier this year as director of education. "In the short time that Angie has been with us, she has been an immediate asset to the organization, and we look forward to the key role she will play in the strategic planning and future of CDA as EVP," Bolin reports.

"I'm incredibly excited for the opportunity to contribute to the Association's continued growth and success," said Simonetti. "I'm looking forward to working with the membership and collaborating to ensure we continue to identify and meet our goals."



*Alex Swaim*

"Alex's promotion is a reflection of his continued growth and responsibilities with CDA," said Bolin. "Alex is a vital member of the CDA team and has advanced the work of the association and our communication strategies for the last five years. His promotion to senior director is a result of his continued growth. The expansion of his role to include technology aligns with the additional responsibilities he has taken on over time."

"I look forward to helping to build on the Association's goals and initiatives," said Swaim. "The CDA team has strived to provide the best experience and resources possible for our members, and I am pleased to be a member of this team."

CDA will open a search for the now vacant Director of Education position.

### **About CDA:**

The Convenience Distribution Association (CDA) is the trade organization working on behalf of convenience product distributors in the United States. Its distributor members represent more than \$102 billion in U.S. convenience product sales, serving a wide variety of small retail formats. Associate members include leading convenience product manufacturers, brokers, retailers, suppliers, and others allied to the industry. For more information visit: [www.cdaweb.net](http://www.cdaweb.net).

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