



Convenience
Distribution
ASSOCIATION

PRESS RELEASE

Convenience Distribution Association Welcomes New Director of Member Engagement, Marketing & Sales



MARCH 24, 2022 - RESTON, VA - The Convenience Distribution Association (CDA), the trade association representing wholesale distributors and their trading partners in the convenience channel in the United States, welcomes Jenn Finn as its new director of member engagement, marketing and sales. She brings 15 years of experience in the meetings and events industry to CDA. Most recently, Finn served as senior director, conferences and events for The Humane Society of the United States, where she spent more than a decade managing all facets of the event life cycle, including overseeing sales and project and contract management. In her prior role as catering manager for Cosmos Club, Finn generated more than \$1 million in sales, managed all event logistics, executed on-site coordination and created marketing initiatives.

"Jenn's impressive experience and skills will be an asset to CDA and our members," said Kimberly Bolin, CDA president and CEO.

As director of member engagement, marketing and sales, Finn will be responsible for CDBX and Marketplace marketing, sales and communications; membership engagement; and published and digital products. Jenn shared, "I am excited to be a part of the CDA team. I look forward to meeting our members and supporting their needs to help drive the mission of the association."

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.

##

For More Information, Please Contact:
Info@cdaweb.net
Phone: 703.208.3358

