

Dani Thompson Joins ABC Financial as Regional Sales Director - California, Arizona Nevada

Written by Australian Business

LITTLE ROCK, Ark., Nov. 1, 2013 /PRNewswire/ -- ABC Financial (ABC) is pleased to announce the addition of Dani Thompson as Regional Sales Director – California, Arizona, and Nevada. Steve Ayers, Chief Revenue Officer, announced the news today.

A graduate of California State University Fullerton, Thompson has a Bachelor's degree in communications. She has spent the past twelve months as an entertainment publicist and A&R consultant in the music industry. Prior to her time in the entertainment industry, Thompson had a decade of experience in cloud based management systems from her employment with Shape.net.

"With extensive experience in health club software sales and marketing, Thompson will be the perfect representative for the California, Arizona and Nevada territory," said Ayers. "Her experience will help to further ABC's sales and customer retention success, and we are all excited to welcome her to ABC."

About ABC Financial Launched in 1981, ABC Financial has revolutionized software and payment processing for the health and fitness industry. Headquartered in the Little Rock, Ark. area, ABC Financial serves approximately 4,800 clubs with approximately two million members throughout the United States, Canada and Puerto Rico.

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. The company's innovative club management software, DataTrak, is the most complete web-based software in the health and fitness industry.

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