



KEYIMPACT
Sales & Systems, Inc.

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Angela Cassata
847.439.1250

ACassata@kisaes.com

KeyImpact Sales & Systems, Inc. Expands National Chain Account Division Welcomes Industry Veteran Karen Keown as Business Development Manager

Odenton, MD (February 27, 2012)– KeyImpact Sales & Systems, Inc. (“KeyImpact”), America’s leading independent foodservice sales and marketing agency, announced that effective March 1, 2012, Karen Keown will be joining the National Chain Account Division as a Business Development Manager. This is the most recent development as KeyImpact enhances their chain account division and works to solidify their position as a full-service solution provider to the foodservice industry.

Karen had been consulting for KeyImpact’s chain account division since April 2011. In her new role with KeyImpact she will be responsible chain account sales and business development.

Keown comes to KeyImpact from ChefSource, Inc., a successful foodservice sales firm of which she was founder and president. Karen’s thirty year tenure in foodservice includes experience in restaurant ownership, sales management, committee involvement, culinary training and consulting services.

“Karen has been instrumental in our success thus far and we’re thrilled to have her join our team full-time” said Brenda Lotesta, Vice President Chain Account Division. “The depth and breadth of her knowledge, expertise and network make her an invaluable addition as we continue developing this division and strive to offer best in class service to our clients and customers.”

Karen’s good standing in the national chain arena coupled with her diverse background lend perfectly to her new position as Business Development Manager, National Chain Account Division. Karen is based in Blaine, Washington and can be reached via e-mail at KKeown@kisaes.com or phone at (360) 961-6564.

For additional information contact

Angela Cassata
Marketing Communications & Research Manager
847-439-1250
acassata@kisaes.com

About KeyImpact : Formed in 2000, through the merger of Key Brokerage in New Jersey and Impact Sales in Maryland, KeyImpact has grown to become the largest independent foodservice sales and marketing agency in the United States. KeyImpact represents manufacturers of food, packaging and supplies providing sales and marketing services to distributors and operators across all segments of the food service trade channel. KeyImpact currently employs over 600 associates in 32 states with industry expertise in sales, marketing, culinary, K-12, military, college and university, contract feeding, retail, deli, national and regional commercial chains, recreation and distribution as well as extensive product and category expertise. Additional information about KeyImpact can be found at www.kisales.com.

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