

Radcom Vice President Wins Sales and Marketing Award

Akron area executives honor Hudson business owner for sales growth of custom learning consulting firm.

FOR IMMEDIATE RELEASE

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(Hudson, Ohio, USA / February 15, 2011) – Angela Dianetti, Vice President and co-owner of Radcom, Inc., won a Distinguished Sales and Marketing Award[®] (DSMA[®]), sponsored by the Akron affiliate of Sales & Marketing Executives International (SMEI). This honor annually recognizes outstanding accomplishments of sales and marketing professionals in the Akron area.

Dianetti and 12 other DSMA[®] recipients were presented their awards on February 15 at a ceremony held at the Tangier in Akron. This was SMEI Akron's 39th year to hold this gala event. Over 425 community leaders and special guests attend this event annually.

Dianetti and her husband, Bob, started Radcom in 1996 as a technical communication consulting firm. Radcom has grown over the years to include instructional design for online, classroom, and blended learning as well as providing strategic consulting and professional development courses. "With the types of services we provide to many different industries, our sales and marketing efforts have been very focused, and by our sales record, very effective as well," said Dianetti.

Dianetti has more than 15 years in the technical communication field and has held many roles to help Radcom grow into the premier provider of custom learning solutions in the region. She has also held many leadership positions in her industry and local business associations including the

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Society for Technical Communication (STC) and the Greater Akron Chamber of Commerce's Knowledgeable Network of Women (KNOW).

In addition to many industry awards, Radcom was named a Weatherhead 100 Outstanding Growth Company in 2004 and 2009 and was a 2010 NEO Success Award Winner, which recognizes the most successful companies in Northeast Ohio. Their client list includes Fortune 500 companies, their vendors, and many established and growth companies in Ohio and surrounding states.

Sales and Marketing Executives International (SMEI), with over 10,000 members around the world, is the only worldwide educational and relationship-building forum created for sales and marketing executives and entrepreneurs who seek professional growth in experience, leadership skill and peer contact. For more information, visit www.smei.org, email admin@smei.org or call 800-999-1414.

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Based in Hudson, Ohio, Radcom is a consulting firm that has been providing custom learning solutions since 1996. Solutions include training & development, technical communication, professional development courses, and strategic consulting. Learn more about Radcom at www.radcomservices.com. You can also follow Radcom on Facebook and Twitter by clicking the links on their homepage.



Angela H. Dianetti, Vice President of Radcom, Inc.