

## Shapiro joins The Advance Group as director of business development; With over 25 years of experience



Mark Shapiro, The Advance Group

According to The Advance Group, Mark Shapiro has joined the company as director of business development. Shapiro has over 25 years of experience in the fields of logistics, sales/marketing, business operations and customer service. He founded his own special delivery service in 1990 - the same year he graduated from Ithaca College with a BS in Economics.

As director of business development Shapiro will be responsible for working with The Advance Group's professional sales team to develop business, create synergies with partners, and enhance the company's referral relationships. He will support the company's marketing efforts at trade shows and industry events.

"Mark's experience and 'get the job done' attitude will be an asset to The Advance Group. His experience solving client challenges and maximizing employee efficiency will give him the skill set needed to help our company grow and remain the leader in commercial moving and storage in the New York market," said Anthony Parziale, executive vice president of sales and marketing at The Advance Group.

"Commercial moving and storage is a competitive sector. I will use my experience working in operations and with clients to develop business for The Advance Group. I look forward to the opportunity to bring my skills to this leading company and to work with a team of industry leading professionals," said Shapiro.

Shapiro was a recipient of the 2012 Member of the Year award for the Long Island Elite (LIE). He is active in his community coaching youth sports, and donating time for Long Islandbased charities.