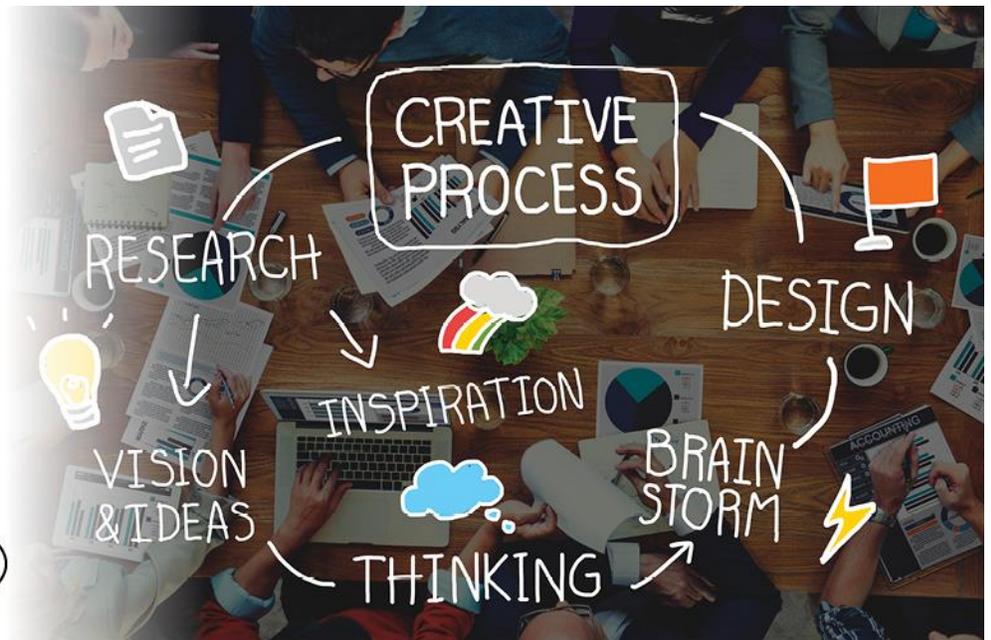


Get to Know

Know

Melissa



Melissa Bettua
Director of Key Accounts
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Q: What do you think are the best skills that you bring to your job?

A: Creativity, willingness to play the “wildcard” and take chances, organization skills!

Q: How long have you been working in your field?

A: 5 Years with HUB Pen.

Q: What is your biggest accomplishment?

A: Un-scaring myself into taking advantage of opportunities. It’s opened more doors for me! (I.e. speaking in public, speaking UP, asserting myself) Sometimes you have to look the fear monster in the eyes, take a deep breath and leap. Even if you fail on the other side - it’s still a forward fail, you learn from your mistakes and you GROW.

Q: What is your favorite promotional product and why?

A: The pen! (Not just because I work here, in fact I’m pretty sure it’s WHY I work here!) It’s a reminder of where I got it – and what I did that day, maybe it was someone I met.

Q: What problems do you consistently solve for your clients?

A: Perspective! I like to suggest items and applications that maybe clients had not thought about. I like to engage with the idea that if I were the end-buyer, what would make this HUB product really stand out (i.e. how it gets distributed) - and make them want to buy again!

Q: What is a typical day like for you?

A: It starts the way I ended the day before - with a list! I list my priorities out every day, twice a day which includes time for outreach, follow-up, time blocks for creative projects, and making sure any opportunities are getting all the support they need!

Q: What are you happiest doing, when you’re not working?

A: I love to clean & tidy! Vacuuming is like a strange day at the spa for me - it’s cathartic. When I am not vacuuming, I’m obsessing over DIY projects, interior design, collecting driftwood, YOGA & fetch sessions with my dog Moose. I have a little hippie soul.

Q: What is your favorite food?

A: Homemade Gnocchi from my Grandmother.

Q: What is your favorite place you’ve ever visited?

A: Valle di Cadore, Italy - home to my father’s side of the family.

Q: What is your favorite get pumped song?

A: Greatest Showman Soundtrack “Come Alive”