

FOR IMMEDIATE RELEASE

Local Marketing Director Wins National Contest for Strategy Application

Chattanooga, TN 10/15/18: Marley Lentz, Marketing Director at Office Furniture Warehouse, has been named the winner of “Our Flywheel”, a national call for organizations to apply a new model for marketing, sales and service to their own business.

Marley Lentz began working at Office Furniture Warehouse in 2015 during his time at the University of Tennessee at Chattanooga on an internship grant from the Tennessee Small Business Development Center. He’s since managed the company’s online presence, branding and local marketing strategy.

Hubspot is a global developer and marketer of software products for inbound marketing and sales. At Inbound 2018 (annual marketing and sales event sponsored by Hubspot), Brian Halligan (Hubspot CEO) revealed a model for sales, marketing and service to replace traditional funnels. Halligan then put out the call for organizations to take the “Flywheel” model and apply it to their own business. Entries were submitted on social media under the #OurFlywheel hashtag, which were then reviewed by Halligan and a panel of experts at Hubspot. The sole winner of the contest would be awarded two VIP tickets to Inbound 2019, as well as the opportunity to break down their model with the collection of experts.

After reviewing the submissions, Lentz’s application of the “Flywheel” model to Office Furniture Warehouse was selected by the panel. *“I’m excited to bring a win to Chattanooga. UTC, our team and the business community have done exceptionally well in bearing with an eager kid granted responsibilities. I owe them for a warm welcome and most of the value I have to contribute,”* says Lentz, informally titled “Director of Mind Control” at Office Furniture Warehouse. *“There is an unbridled amount of talent in this city that far surpasses mine. So, it’s humbling to be recognized among those heads.”*

Office Furniture Warehouse, LLC, winner of the Chattanooga Chamber of Commerce’s 2014 Small Business of the Year Award is a BBB-accredited dealer of new & used commercial furniture, insured office mover, and provider of furniture services. Office and showroom at 1900 Stuart Street (Chattanooga, TN 37406) are open to the public Monday through Friday, 8:30am - 5pm. For more information about Office Furniture Warehouse, please contact Marley Lentz at (423) 790 1376 or visit <http://ofwllc.com>.

