



PRESS RELEASE

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Koios Expands Into Canada With New Sales Manager, Roundtable

Arlington, VA; New York, NY; Toronto, ON: Koios, the company that helps libraries show up first in Google results, has officially expanded its business into Canada. It made its debut in Toronto at Collision, “the fastest-growing tech conference in North America” (collisionconf.com).

To serve the Canadian marketplace, Koios has welcomed Beatrice Pitocco as National Sales Manager. Pitocco’s experience in sales with libraries and digital marketing stretches back to 2004, when she served as the Eastern Canada Sales Executive for EBSCO. Later, she was a Sales Manager for Canada for Innovative Interfaces, Inc., working her way up to National Sales Manager during her 3-year tenure at ILL.

Along the way, Pitocco worked in other sales and marketing positions for various industries and brands. She also started her own business, an experience she says taught her the value of a good marketing strategy. In 2017 and 2018, she got what she calls “a crash course in digital marketing” by working with two e-commerce companies based in Texas.

“My new role at Koios is a culmination of my past and present, of libraries and marketing,” Pitocco says. Learn more about her at www.linkedin.com/in/beatricepitocco; contact her at beatrice@koios.co.

This new Canadian representative joins Bill Mott, who covers the U.S. as Koios’ Head of Sales and Business Development (www.linkedin.com/in/kwm4132; bill@koios.co).

“We’re excited to meet the marketing needs of libraries in Canada as we have in the U.S.,” says Trey Gordner, Koios’ Founder and CEO. “Moreover, we’re thrilled with the energy and experience Beatrice brings to the team. Already, Beatrice is introducing librarians across the country to Google Ad Grants and explaining how our Koios Ads service can help them use those grant funds to build local awareness of library resources. The roundtable she is convening to discuss digital advertising ideas across the provinces will also support Canadian librarians who are eager to engage their communities online.”

Learn more about Google Ad Grants at www.google.com/grants. Learn more about Koios at www.koios.co. To get a good sense of Koios' work (especially the tech side), check out the latest interview with Trey Gordner; it's on the Library Figures podcast at <http://bit.ly/piola-koios>.

About Koios

Koios <KOY-ōs> helps libraries show up first in local Google search results. Koios is a Google Partner, and one of only 24 Google Ad Grants Certified Professionals in North America—the only one specializing in libraries. The company was founded in 2014 when Trey Gordner merged his digital marketing expertise with his passion for public service. Koios' mission to help libraries show up online stems from the team's vision of free and democratic access to all human knowledge. The company was named after the Greek titan Koios (sometimes spelled Coeus), who sought to gain knowledge in order to anticipate the future. The purple tree logo, with a book at its roots and pixels in its branches, represents the transformation of libraries from analog to digital. For more information, please visit www.koios.co.

