



For Immediate Release

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PPAI Hires Nick DiNicola To Lead Digital Transformation

Irving, Texas: The Promotional Products Association International (PPAI) proudly announces the addition of Nick DiNicola as Digital Transformation Manager. In this role, DiNicola will be responsible for leading all digital transformation efforts within the association, including the implementation of NetSuite, Promo Data Exchange (PDX), and other technologies.

With over 20 years of experience in the industry, Nick is well suited to help PPAI members meet the challenges of a rapidly changing digital landscape. He has a deep understanding of the problems faced by distributors and has already made significant contributions to the industry through his work with ASI and Kool Stuff, LLC. Most importantly, he is a passionate advocate for technology and its ability to improve business efficiency and communication.

DiNicola's experience brings a deep understanding of the industry's problems and technology needs. He has already shown his strengths by quickly setting up a NetSuite User Group inaugural meeting at The PPAI Expo 2023, as well as leading a breakout session discussing PDX and the ongoing goal of digital transformation in the industry.

“We as an industry spend way too much time using the phone and visiting websites,” says DiNicola, “where if we shared data effectively, we’d save that time and have more time to sell and grow our businesses.”

DiNicola has begun leading the PPAI Technology Committee and is now charged with leading all digital transformation efforts. As part of his new role, he will be responsible for helping PPAI members and the industry as they prepare for PDX and other technologies that drive the promotional products industry forward.

“Distributors want to spend time with our prospects and customers and find that a struggle due to inefficiencies. PDX will greatly help with this,” said DiNicola. DiNicola’s experience and expertise in will position PPAI to provide its members with guidance and education on the most cutting-edge technological solutions for the industry.

ABOUT PPAI



Promotional Products Association International is the world's largest and oldest international not-for-profit promotional products association with a 114-year history of serving a membership, that has grown to more than 15,000 corporate members, and advocating for the \$20+ billion promotional products industry with its more than 33,700 businesses and more than 500,000 professionals. For more information <https://ppai.org>.

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