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Fitness Industry Expert, Sarah Pellegrino Joins ASF Payment Solutions

HIGHLANDS RANCH, CO– MARCH 2019– Sarah Pellegrino, fitness industry expert and a leader in health club sales, recently joined forces with ASF Payment Solutions as a remote Sales Executive, combining expertise to give health club owners better chances at building stronger fitness communities.

Since 2013, Pellegrino has worked in various positions within the industry, starting her career as a Research Intern for IHRSA, becoming one of the founding board members for The Women in Fitness Association (WIFA) in 2017 and establishing professional relationships on the East Coast as a Regional Sales Director for ABC Financial.

"We are excited to have Sarah on board as a remote Sales Executive," said Sean Kirby, Vice President Client Relations, ASF Payment Solutions. "The combination of her knowledge and experience along with ASF's longevity in the industry will only help enhance our trilogy of services."

Pellegrino's experience as a Regional Sales Director involved developing strategic proposals and software demonstrations in the Mid-Atlantic and Northeast, while her time with WIFA has allowed her to build community among women in the fitness industry through mentorships, virtual meetings and industry events—going beyond fitness and creating relationships.

"Our community philosophy is the lifeline of ASF," said Robert Riches, President, ASF Payment Solutions. "Sarah's continuous work in the industry along with her passion for fitness and community will strengthen that lifeline for both club owners and ASF. That's what makes her an ideal fit for our company."

In addition to being a 2018 IHRSA Rising Star, Pellegrino was Co-Founding President for the Carolina Sport Business & Fitness Expo and the Chief Business Officer for the Carolina Sport Business Club. Connect with Pellegrino and ASF Payment Solutions at IHRSA 2019, booth #3609 in San Diego, March 13–16.

About ASF Payment Solutions

ASF Payment Solutions is a leading technology company founded in 1973, that provides software, complete payment solutions and customer support to the fitness industry. Offering integrated software services, as well as flexible payment options, ASF Payment Solutions gives clients the ability to generate more revenue through member engagement and business growth. For more information, visit www.asfpaymentsolutions.com.