



SAMANTHA ZAWILINSKI

Merit

Samantha is known as the Millennial Intrapreneur, working at Merit to create innovative technology and solutions for Merit and its clients. Samantha has a passion for details and enjoys building creative solutions out of hard data. Samantha's unique ability to break down complex plans into actionable bites ensures that the company she supports can implement advanced strategies and tactics seamlessly both internally and for its clients. Samantha brings a fresh perspective to both her clients and

colleagues. Her fresh ideas and innovations have resulted in the restructuring of the post-sales department, new training programs, and a new proactive account service strategy with the results of increased retention. You can see her style, and knowledge in the video series, Merit TV she co-hosts. She has honed a natural on-camera ability from years hosting a marketing video show, Hard Facts in her previous position as President at Potratz.