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Trone President Ames Flynn Fuels Year of Increased eCommerce Focus and Agency Rebranding
Leading eCommerce expert brings fresh insights and renewed, targeted vision for growth to Triad-based marketing agency during first year

High Point, NC – September 29, 2021– [Trone](#), a Triad-based marketing agency known for nearly four decades of engaging audiences, has experienced a year of eCommerce innovation and agency rebranding under the leadership of Trone President Ames Flynn. Building on Trone’s dedication to providing clients unrivaled accessibility and desirability, the leading eCommerce executive has spent the past year leading the agency in a new business strategy to help fulfill the home, pet, government and personal care industries’ growing need for web store development, digital marketing and eCommerce marketing support.

For more than 30 years, Flynn has successfully led eCommerce, digital marketing and technology teams for several Fortune 500 companies and some of the most prominent brands in retail and hospitality, including Lowe’s Home Improvement, Michaels Stores and Extended Stay America Hotels. His decision to play an official role in enacting Trone’s vision was influenced by his experience as a former client, where he was able to benefit from the company’s expertise firsthand.

“As eCommerce continues to secure its place as shoppers’ preferred buying experience, we have quickly recognized the demand among retailers and B2B clients moving to direct channels for products and services that persuade action—and recurring purchases—online,” said Ames Flynn. “I am honored to have joined Trone during such an exciting and dynamic time in the industry and continue contributing my experience to help our clients meet and exceed customer demands now and into the future. We have been adding highly experienced eCommerce, digital marketing and analytics resources to our team to support the growing demands from both existing and new clients, and there is certainly more to come.”

During his first year as President, Flynn secured web development and digital marketing support projects for Prevost, a manufacturer of premium conversion and passenger coaches; Prevost is a brand of the Volvo Group. Over the next few months, he plans to ramp up the agency’s capabilities and partnerships, with the goal of delivering larger-scale, more robust eCommerce and marketing website solutions, as well as the addition of experienced development teams and new platforms like BigCommerce, Shopify and Adobe Experience Manager. He has also secured and fostered existing partnerships with best-of-breed technology providers, which are essential to moving at today’s digital speed.

Flynn has also spearheaded the return to the original Trone name—previously Trone Brand Energy (TBE)—for simplification of the brand and to represent its continuous innovation in an evolving industry.



“The pandemic accelerated the adoption of eCommerce and drastically changed shopping behaviors,” said Doug Barton, Chief Executive Officer at Trone. “Ames is positioning our agency to provide the web development, digital marketing, creative and end-to-end digital analytics services our clients need to be competitive in an increasingly crowded online shopping environment. He’s putting Trone on the right track for long-term growth.”

Flynn received a BS Degree in Business and MBA from Wake Forest University. He was the recipient of the 2018 Charlotte CIO of the Year® ORBIE® Award in the Enterprise Category.

To learn more about Trone, please visit trone.com.

About Trone

Headquartered in High Point, North Carolina, Trone is a marketing agency that specializes in motivating online shoppers to act—favorably and repeatedly. The agency’s eCommerce services, including branding, website development, user experience, SEO, digital marketing and content marketing, work together to create online experiences worthy of reexperiencing. trone.com.