

Throttle Muscle Brings on Cricket Killingsworth, Automotive Chemical Industry Legend, as Managing Partner

Throttle Muscle, a division of REV Your Cause, LLC out of Santa Maria, CA, is pleased to announce that industry veteran Cricket Killingsworth has been hired as Managing Partner. Cricket is up for the challenge of growing the Throttle Muscle and Muscle Blade brands benefiting the Muscular Dystrophy Association.

Santa Maria, CA ([PRWEB](#)) May 23, 2016 -- Just this past week industry veteran, Cricket Killingsworth was recruited to grow the Throttle Muscle and Muscle Blade brands to a greater level.

The company's founder Sean Porcher is confident that Cricket will bring an immediate, intense growth strategy to the company. On top of that, her notoriety within the industry will quickly foster new relationships with potential customers and distributors. Sean says, "I made a conscientious choice to pursue a business partner that is not going to simply be a sales person or another employee, but a true partner that will be as committed as I am to take this business to the next level. My list was short, in fact there was one name on it: Cricket Killingsworth. It took me nearly a year to convince Cricket to join our team and I am happy she decided that the time was right for her to embrace this new challenge. I couldn't be more optimistic about the short and long-term prospects for our brands."

Cricket's background is rich, having worked with companies such as Slick 50, Heartland Chemical Company, and serving on the AOCA board. She recalls, "I spent 20 years plus in the automotive chemical segment of the DIFY and DIFM market. As an entry-level employee with a small MLM company grossing less than 1 million annually, I participated in all aspects of growing a privately held organization to an 87 million dollar successful retail brand in 5 years.

"During my 11 years with Slick 50, we transitioned from a small direct sales company to being a number one retail brand who reinvigorated a category with high margins, exciting promotional enthusiasm and a team of people giving 110% everyday to grow the company, by exceeding customer expectations.

"I was then recruited to join and was given a part of Heartland Chemical Company which was home to me for close to 10 years. I recruited the best people I knew, including my dear family friend Ellie Pentland. I served on the AOCA board, trained and worked with customers on site, sold videos and was the highest rated speaker at our industry conventions. I was a standing columnist and loved every second of what I did."

The team couldn't be more prepared for this next phase of growth and industry awareness that will result from bringing Cricket on board. As Sean explains, "Having Cricket join the team is very exciting to myself and the rest of our team. I feel that her addition adds a new level of validity and strength to our brand. Cricket's experience, expertise, relationships and leadership style will immediately transform Throttle Muscle and Muscle Blades into a legitimate contender in our business segments."

The brand will be shifting their focus from just quality products to also providing hands-on, top customer experience. "Between the products, the way we roll them out into the store and teach the team to use, sell and understand the benefits of our products, it's going to be a lot of fun! This is what 'Choice' is all about. There's a little hint of things to come," says Cricket, excitedly.



It seems that Cricket has hit the ground running, quickly making long-term plans and shifts for the brand's focus and value. Her passion for excellence and excitement radiate with each word about this new transition. "With less than one week back in the saddle I can't stop smiling... You know.. The Cricket Smile hasn't changed one bit!"



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