Lena Caponigro, Recognized By Influential Women, Builds A Career In National Sales Through Relationships And Integrity



CHICAGO, IL, UNITED STATES, September 16, 2026 /EINPresswire.com/ -- With More Than Two Decades of Experience Across Sales, Account Management, Business Development, and Customer-Facing Industries, Lena Caponigro Continues to Demonstrate that Long-Term Success is Built on Trust, Resilience, and an Unwavering Commitment to Doing the Right Thing

Chicago, Illinois – Lena Caponigro, a seasoned sales and account management professional serving as a National Account Executive at Steritech in the Greater Chicago Area, has built a distinguished career around one fundamental belief: meaningful success comes from staying persistent, building genuine relationships, and remaining true to one's values.

With more than two decades of experience in national and regional sales roles, Lena has developed a strong track record of advancing through progressively senior positions while working across a variety of industries and customer segments. Her career has included leadership and sales opportunities with organizations including Arctic Glacier Premium Ice, Franklin Machine Products, and Aramark Refreshment Services, where she developed extensive expertise in key account management, business development, and relationship-driven sales.

Today, Lena partners with multi-location retail, foodservice, and customer-facing brands through her work at Steritech. Her role involves helping organizations strengthen safety, cleanliness, and regulatory compliance programs while identifying scalable solutions designed to reduce operational risk, improve consistency, and support an enhanced customer experience.

Her professional journey reflects the evolution of a sales career built one relationship, one opportunity, and one challenge at a time.

A Career Built on Continuous Growth

Lena began her professional journey after studying Business Administration at Robert Morris University – Illinois. From her early administrative and entry-level sales experiences, she steadily progressed into field sales, regional sales, and ultimately national account leadership.

That progression was not accidental. It was shaped by a willingness to learn, an ability to adapt, and a determination to keep moving forward regardless of the challenges in front of her.

Over the course of her career, Lena has developed expertise across numerous areas of sales and business development, including convenience stores, groceries, national sales, food and beverage, retail, trade shows, account management, contract negotiation, cold calling, CRM systems, business development, and Salesforce.com. Her certifications and professional training have helped strengthen the practical knowledge she applies to complex customer relationships and competitive sales environments.

Her experience has also given her an understanding of the importance of seeing the bigger picture. Successful sales are not simply about making a transaction. They are about understanding a customer's needs, identifying opportunities for improvement, communicating effectively, and establishing enough trust that a client views the salesperson as a partner rather than simply a vendor.

That philosophy has remained central to Lena's approach throughout her career.

Persistence When the Results Are Not Immediate

When asked what she attributes her success to, Lena points to persistence, focus, and belief.

Winning new business is rarely easy. Sales can involve long cycles, unanswered messages, rejection, repeated follow-ups, and opportunities that take months or even years to develop. For Lena, one of the greatest challenges is maintaining confidence when progress feels slow.

Yet that is precisely where she believes persistence matters most.

A recent professional accomplishment illustrates the point. Lena successfully closed an account that she had been pursuing since joining Steritech five years earlier. The opportunity required patience, continued engagement, and a willingness to remain committed long after the initial pursuit began.

When the account finally came together, the result was especially rewarding.

For Lena, the experience reinforced a lesson she has learned repeatedly throughout her career:

opportunities do not always happen on the timeline you expect. Sometimes, success requires continuing to believe in an opportunity long after the initial excitement has passed.

That mindset has allowed her to navigate the highs and lows of sales while continuing to pursue ambitious goals.

Relationships Are at the Heart of Lena's Approach
While persistence has played an important role in Lena's career, she believes relationships are equally fundamental.

Throughout her professional life, she has focused on creating genuine connections with clients, colleagues, and business partners. Her goal is to become someone people know they can trust — someone who will be honest, follow through on commitments, and do the right thing. For Lena, integrity is not simply a personal value. It is also a business principle.

Strong relationships can take years to establish, but they can become some of the most valuable assets in a professional career. Clients want to work with people who understand their challenges, listen to their concerns, and remain dependable throughout the relationship.

Lena strives to be that kind of partner.

Her relationship-driven philosophy is also reflected in her involvement with professional organizations, including the Women's Foodservice Forum (WFF) , a foodservice industry forum. These connections provide opportunities to engage with others in the industry, exchange ideas, and continue learning from professionals with different experiences and perspectives.

Learning From Mentors Along the Way
Lena's development as a sales professional has also been influenced by mentors who helped shape her approach to work and leadership.

Throughout her career, she has been fortunate to encounter individuals who encouraged her to believe in herself, remain resilient, and never give up when faced with obstacles.

Their guidance helped reinforce the importance of confidence and commitment while giving Lena examples of what strong professional leadership can look like in practice.

Those lessons have stayed with her as she progressed from inside sales to field sales, then regional sales, and ultimately into a national sales position.

Looking back, Lena recognizes that every stage of her career contributed something important. Each position presented new challenges, new opportunities to learn, and new experiences that prepared her for the next step.

The result is a career defined not by one single breakthrough, but by consistent development over time.

Advice for Women Entering the Industry
For young women considering careers in sales, business development, or the broader foodservice and retail industries, Lena's message is straightforward: trust yourself and recognize the value of hard work.

She encourages women entering the field to remain curious, continue learning, build strong relationships, and stay consistent even when results do not happen immediately.

Sales can be demanding, and there will inevitably be moments when things do not go according to plan. Accounts may be lost. Opportunities may stall. Prospects may stop responding. Goals may feel farther away than expected.

Lena believes those moments should not be viewed as reasons to give up.

Instead, setbacks can provide valuable lessons.

Her advice is to pick yourself up, understand what can be learned from the experience, and keep moving forward. Dedication and persistence may not always produce immediate results, but over time they can create opportunities that would otherwise never materialize.

Most importantly, she encourages young women to believe in their own capabilities.

Success does not require having every answer from the beginning. It requires a willingness to learn, adapt, work hard, and continue showing up. It never gets easier but yet teaches you to handle the hard experiences.

Navigating the Challenges of Modern Sales
The sales profession continues to demand resilience. For Lena, one of the biggest challenges remains the daily grind involved in winning new business.

Prospecting, following up, maintaining relationships, managing long sales cycles, and remaining engaged despite uncertainty all require discipline.

At the same time, those challenges create opportunities.

Few experiences are more satisfying to Lena than winning new business after investing significant time and effort into an opportunity. Closing a deal represents more than a successful transaction; it represents the culmination of persistence, relationship building, problem-solving, and belief.

Her five-year pursuit of a recent account serves as a powerful example of that philosophy.

It demonstrates why Lena continues to emphasize patience. A prospect that does not convert today may become a valuable customer years later. A conversation that seems insignificant may eventually lead to a major opportunity.

The key is remaining present and continuing to provide value.

A Commitment to Integrity
At the center of Lena's professional philosophy is a simple principle: do the right thing.

Her belief is captured in the words she lives by:

"When you trust yourself, honor your values, and lead with integrity, success becomes a reflection of who you are and not who others think you should be."

That philosophy influences the way she approaches both business and personal relationships.

For Lena, professional achievement is important, but the manner in which that achievement is earned matters just as much. Building a successful career should not require compromising personal values or sacrificing authenticity.

Instead, she believes success is strongest when it reflects who a person genuinely is.

That perspective has helped her establish long-term relationships and maintain a client-first approach throughout her career.

Finding Meaning Beyond the Workplace
Although sales and professional achievement occupy an important part of Lena's life, her priorities extend well beyond the workplace.

She enjoys spending time with her niece and two nephews, who bring her tremendous joy. She and her fiancé also enjoy spending time outdoors, particularly during the summer, when they can attend local events, explore new places, and make the most of the warmer weather.

And for anyone who knows Lena, her passion for football is impossible to miss.

Originally from the Chicago area, Lena is a devoted Chicago Bears fan and holds season tickets. Although she has never played sports herself, she remains an enthusiastic supporter and would not miss the opportunity to attend a game.

Her interests outside of work provide balance and perspective, reinforcing the importance she places on relationships, experiences, and enjoying the journey.

Looking Toward the Future

Lena Caponigro's career demonstrates what can happen when persistence is combined with integrity, relationship building, and a commitment to continuous growth.

From her early career experiences to her current position as a National Account Executive, she has continued to evolve while remaining grounded in the principles that have guided her from the beginning.

Her extensive training in sales, retail, food and beverage, account management, business development, contract negotiation, and related disciplines reflects her commitment to professional development. Her memberships in industry organizations further demonstrate her desire to remain connected, engaged, and informed.

Yet perhaps the most defining element of Lena's career is her refusal to give up.

Whether pursuing a new account, navigating a difficult sales cycle, learning from a setback, or building a long-term client relationship, she continues to believe in the process.

For Lena, success is not simply about reaching the next goal. It is about remaining committed to the journey, treating people with respect, and creating relationships that stand the test of time.

Her story is ultimately a reminder that professional success is rarely achieved overnight. It is built through countless conversations, follow-ups, lessons, challenges, and moments when choosing to keep going makes all the difference.

With persistence as her foundation, relationships as her strength, and integrity as her guide, Lena continues to build a career that reflects not only what she has accomplished, but also the professional she has chosen to become.

Learn More about Lena Caponigro:

Through her Influential Women profile, https://influentialwomen.com/connect/lena-caponigro

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