



## Abby Hendren Honored with 2019 ATHENA Young Professional Award®

*Recognized by the Champaign County Chamber of Commerce*



Busey congratulates **Abby Hendren**, EVP, Brand Strategies for being selected as the [2019 ATHENA Young Professional Award®](#) recipient by the Champaign County Chamber of Commerce.

This prestigious award is given to a proven emerging leader in the community who strives toward the highest levels of personal and professional accomplishment while serving as a role model for young women. The **ATHENA Young Professional Award** is sponsored by past recipients of the **ATHENA® Award**.

During her 12-year tenure with Busey, Abby served as the strategy manager for Busey Wealth Management before transitioning to become the marketing and communications director. In 2018, Abby was promoted to Executive Vice President of Brand Strategies—where she leads a team of 20 associates responsible for managing Busey’s brand, marketing and communications, creative direction, training and development, associate experience and talent acquisition.

Abby is an outstanding associate—one who selflessly leads her team, peers and colleagues. She leverages the Busey brand to create, support and champion Busey’s vision and culture throughout the organization and the communities we serve.

In addition to her **ATHENA** recognition, Abby is also among Champaign County’s **Forty Under 40** by *The News-Gazette’s Central Illinois Business* magazine. These humbling recognitions exemplify Abby’s innovation and initiative. She will be honored at the **2019 ATHENA Award®** luncheon on February 21, 2019.