

October 6, 2006



**M**ario Fogelman's success in public relations is all the more remarkable considering how little she knew about the field when she entered it. In fact, her first job resulted not from her own initiative, but from a friend who spotted a want ad soliciting lawyers for a job at Regan Communications.

"When I started, I didn't even know what a press release was," said Fogelman, who earned a law degree and passed two bar exams but had little interest in practicing law. "I had no understanding or concept of what the communications field was all about."

At her friend's urging, she applied for the job, got it — and thrived from the start. "George Regan would always hold me up as an example of an account manager who 'married' her clients," she said. "I demonstrated excitement and

passion for the client. It's like what I was born to do."

After learning the trade from Regan, she jumped to a small firm that did marketing in addition to public relations. A couple of years later, she started her own firm, which now employs seven, serving clients with a bent toward food and fun, including Longwood Events, Savenors Market, and Morton's.

"Right now, my company's focus is on best-of-class consumer lifestyle products and services," she said.

Fogelman's name pops up in a slew of nonprofit offices around town, including Zoo New England, the Boston Public Library, Combined Jewish Philanthropies and the Ellie Fund for Breast Cancer Research.

"I'm always working," she said. "I'm lucky that my job allows me to socialize at the same time."



**Mario Fogelman**

**Company:** mario marketing/communications

**Position:** Principal

**Age:** 35

**Education:** Bachelor's in pre-law, Michigan State; master's in international relations, Boston University; JD, Boston University

# Rising Stars



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