

WOMEN'S BUSINESS BOSTON

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READERS' CHOICE

Each month, Women's Business asks readers for nominations to create a Top 10 list in a particular category. In this issue, we present the region's leading women in advertising and marketing. They're the professionals our readers rely on for their eye-catching collateral, increased recognition and great results.

TOP 10 advertising & marketing professionals

Marlo Fogelman

Principal
**marlo marketing/
communications**



"Marlo has been instrumental, not just in helping to identify the key points that make us different and special, but in distilling those ideas

down to a powerful, cohesive and very effective message. In turn, she has executed a strategic plan to communicate our message through the most appropriate and powerful channels, conveying our story as effectively and efficiently as possible."

**- JOHN HAFFERTY
MANAGING PARTNER
BIN ENDS**