

The Boston Globe

TUESDAY, JULY 9, 2019

Bold Types

An outsider's marketing career has had good run

Boston's business community can be an insular circle to enter but that reputation didn't deter **Marlo Fogelman**, a Detroit transplant.

Fogelman has run her eponymous marketing agency, with 30-plus employees, for 15 years. But before her marketing career, she was a budding attorney. She moved here in 1994 to attend Boston University's law school.

Instead of ending up at a big law firm, Fogelman landed at **George Regan's** PR agency. Among her first major clients was **Starbucks**. The Seattle-based coffee shop chain would be one of her first clients once she went out on her own, as well.

Fogelman celebrated her firm's recent 15th birthday in two ways.

There was the obligatory party for clients, at the **Alcove** restaurant at Lovejoy Wharf last month. The guest list included **Zoo New England CEO John Linehan, Commodore Builders chief Joe Albanese, and restaurateurs Garrett Harker and Patrick Lee**. Guests toasted the occasion with **Narragansett** beer (also a client).

But Fogelman also opted for a more public way to celebrate in April. On the day after the Boston Marathon, her team handed out free Starbucks coffee near her Chauncy Street office in Downtown Crossing. (She had launched her firm in April 15 years ago, and it was located near the Marathon finish line for most of that time.)

"Everyone says it's a really hard town to break into," Fogelman says. "But I never really felt that what I had done was so difficult. . . . It requires getting involved in your community and being a part of it."

— JON CHESTO

marlo