

150 MOST Influential Bostonians



141. Marlo Fogelman

FOUNDER AND CEO, MARLO MARKETING

The marketing maven for such local names as Zoo New England, Narragansett Beer, and all of COJE Management Group's nightclubs and restaurants has been remaking her own brand lately. Positioning herself as a one-stop, outsourced chief marketing officer for businesses, Fogelman launched two new divisions last year, one focused on hospitality and the other on senior living. Ahead of the curve and leading the way, as usual.