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**Framularo Joins Power Marketing Partners**

*Vincent L. Framularo has joined Power Marketing Partners as Lead Account Executive. In his role at the Stamford, CT-based headquarters, Framularo will oversee Power Marketing's experiential education and accounts involved in the linking of private and public sector sponsorships.*

**/24-7PressRelease/** - STAMFORD, CT, December 30, 2007 - Vincent L. Framularo has joined Power Marketing Partners as Lead Account Executive, it was announced today by John Hopper, managing partner of the company.

In his role at the Stamford, CT-based headquarters of the experiential marketing agency, Framularo will oversee activities for specific accounts pertaining to Power Marketing's experiential education and accounts involved in the linking of private and public sector sponsorships. Reporting to Hopper and senior partner, Lynne Kudzy, Framularo will coordinate all marketing materials and manage events, as well as implement new marketing initiatives for customers that are developed with sponsors.

"Vin is a bright, energetic, confident executive with the experience and background we were looking for to manage specific projects and marketing efforts for our clients. We are pleased to have him join the Power Marketing team," Hopper said.

Framularo arrives at Power Marketing from his entrepreneurial business FramBaM Consulting, a firm focused on business development and marketing analysis and implementation for small to mid-sized companies and individuals. Prior to that, he spent eight years as a team leader of seminars and training programs with the American Management Association (AMA). As a speaker and event coordinator with AMA, Framularo was involved on-site for AMA conference tours across the country.

With a Masters degree in Interactive Communications as well as an MBA from Quinnipiac University, Framularo completed his undergraduate studies in Management at Babson College, and is currently the Director of Programming for the Sigma Phi Epsilon Alumni Corporation at Quinnipiac University. He resides in Trumbull, CT.

**ABOUT POWER MARKETING PARTNERS:**

Founded in 2004, Power Marketing Partners, based in Stamford, Connecticut, is a marketing consulting and communications firm that discovers unique ways for its customers to leverage the "power" of a company's assets. PMP's innovative marketing approach is evidenced in its achievements as the first Healthcare Experiential Marketing Agency and the first Environmental Health Marketing Agency. The company partners are noted with creating the first Celebrity Direct-to-Consumer Experiential Marketing Campaign; the first Major Sports Sponsorship for the Pharmaceutical Industry; and a proprietary African-American faith-based health outreach infrastructure, which launched the most successful HIV, outreach marketing campaign in the USA. The company's accounts include work for The Larry King Cardiac Foundation, the American College of Cardiology, AstraZeneca, GMAC, The Multiple Myeloma Research Foundation, Speaking of Women's Health, Merck, WPP, and The Tuskegee Airmen, Inc. among others. For additional information, visit the company website at [www.powermarketingpartners.com](http://www.powermarketingpartners.com)

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**About Walsh PR**

Walsh PR is a full service public relations agency specializing in marketing PR, new product introductions, and product awareness campaigns.