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FOR IMMEDIATE RELEASE

Jorge I. Fernandez Joins Marketorum, LLC as Executive Director

LAMBERTVILLE, N.J. – April 5, 2011 – Jorge I. Fernandez has joined the senior executive team at Marketorum, LLC, a Lambertville, N.J.-based marketing, business strategy and technology agency, as executive director.

Fernandez, of Lahaska, Pa., has extensive global corporate and nonprofit experience with diversified Fortune 100 international and mid-sized corporations in various sectors including manufacturing, global distribution & operations, mergers & acquisitions, service, pharmaceuticals and telecommunications. He served as executive vice president and group president at RSL Communications, a publicly traded Estée Lauder company based in New York, and has also worked with other prominent corporations including EATON Corporation, Aramark, Elcotel, Davel Communications and Rowe International, a division of Triangle Industries, under the leadership of Nelson Peltz.

Most recently, Fernandez has been involved in real estate management and land development projects. He also served as a consultant to major clients in the biotechnology, pharmaceutical, food and automotive industries, assisting with the development and execution of strategic plans that led to additional market share and improved profit margins in both the U.S. and international arena.

Additionally, Fernandez is very involved with philanthropic work on behalf of the people of Cuba and the Catholic Church, as well as immigration reform and nonprofit organizations at both the local and national levels.

Fernandez' international experience, knowledge and depth in the global marketplace will strengthen the senior leadership team at Marketorum as the agency's client roster expands to include Asia, the Americas and Europe.

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“The world is becoming increasingly connected, and Marketorum’s unique understanding of social media, in addition to traditional marketing methodologies, is creating global growth opportunities,” said Patricia Stewart, Marketorum president & CEO. “Jorge has demonstrated throughout his professional and personal life that he has the unique ability to work and communicate effectively with people representing a wide spectrum of cultures and industries.”

Among his many responsibilities, Fernandez will spearhead the business strategy & development division at Marketorum.

About Marketorum, LLC

Marketorum, LLC is a group of highly skilled, professional problem solvers with an unparalleled passion for excellence that average 20-plus years of professional expertise in marketing, business strategy, technology and related disciplines. Marketorum leverages the team's collective experience working with leading global corporations in various industries, including nonprofits, consumer brands, hospitality, pharmaceuticals and telecommunications, providing the latest, most relevant and thought-provoking business knowhow to take clients far beyond their expectations.

For more information, please contact Patricia Stewart, Marketorum president & CEO, at (609) 651-8518, pstewart@marketorum.com or visit www.marketorum.com.

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