



Contact:
Jill Netzel
Fusion Marketing
(818) 718-8084 ext. 212
jnetzel@fusion-mktg.com

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FUSION MARKETING CELEBRATES ITS 20TH ANNIVERSARY

Fusion Marks 20th Year of Providing Clients with Customized Marketing and Sales Solutions

LOS ANGELES (May 2, 2017) – Fusion Marketing, a specialist in the produce industry providing customized marketing and sales solutions, is celebrating its 20th anniversary this month. Two decades of industry expertise has provided clients with actionable solutions to help grow their business.

Fusion Marketing was founded by Steven Muro in 1997. Prior to establishing Fusion, Steven held the position of vice president of marketing worldwide for a division of Wella Corporation (a Procter and Gamble Company), responsible for all domestic and global marketing. Prior to that, he was the director of sales and marketing for a brand of cosmetic giant L’Oreal. He combined his experience, research and marketing acumen to build Fusion’s strong foundation that is still relevant today. Muro began the business with a focus on the produce industry and he and his staff continue to offer expertise to a variety of commissions and produce companies.

“I am proud to mark this milestone,” states Muro. “We strive to go beyond our customers’ expectations, and the longevity of the business reinforces those efforts.”

Fusion Marketing helps clients with a variety of services including:

- Trade Advertising, Communications and Promotions
- Sales and Marketing Optimization
- Marketing and Sales Strategy, Planning and Execution
- Category Management
- Consumer, Shopper and Retailer Research

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Fusion 20 Years

“We help our clients with a multitude of projects,” explains Muro. “We help with strategic planning and continue as if we are an extension of their marketing department. Our goal is to assist clients uncover potential sales opportunities and provide actionable strategic direction that will ultimately help them grow their business.”

Fusion’s goal is to have deep, long-term business partnerships with their clients. In fact, one client has remained with Fusion for 19 years. Fusion has been able to maintain long partnerships because of their ability to bring fresh and innovative perspectives to the business, which brings value because of the shared history and knowledge through the years.



Steven Muro, founder and president of Fusion Marketing, is celebrating 20 years of business. Two decades of industry expertise has provided clients with actionable solutions to help grow their business.

ABOUT FUSION MARKETING

Fusion Marketing partners with fresh produce suppliers, associations and retailers to increase sales at retail. Fusion uncovers growth opportunities and turns them into information-based, market-ready solutions that are customized to each client’s unique business needs. Every project is supported by Fusion’s experienced team to provide the highest level of expertise and dedicated client support. fusionmarketing360.com

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