



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

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FUSION MARKETING'S PRESIDENT SELECTED AS BRANDSTORM MARKETING PANELIST *BrandStorm's Panel Features Key Leaders in the Produce Industry*

LOS ANGELES (October 26, 2017) – Steven Muro, founder and president of Fusion Marketing, a firm specializing in the produce industry providing customized marketing and sales solutions for a wide range of clients, will serve as a BrandStorm™ panel member on November 14, 2017, in San Francisco. BrandStorm is a project of the United Fresh Produce Marketing and Merchandising Council developed to encourage the members of the produce industry to share and exchange marketing ideas and concepts.

"I'm excited to share the stage with other leading produce marketing executives each selected for their role in the produce industry," explains Muro. "I believe with each of our unique areas of expertise, we'll be able to provide attendees with trends or potential new ideas that could help them think of creative ways to market their brand. There's a lot of impending change in the retail format and consumer purchasing behavior, which I will also address during my presentation at the Fresh Produce and Floral Council (FPFC) luncheon prior to BrandStorm."

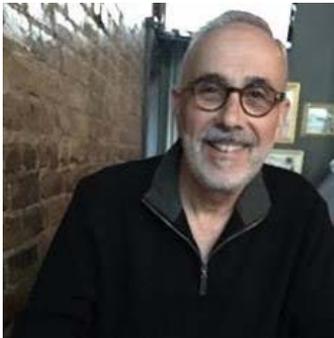
On October 4, 2017, Muro will address the produce industry with his presentation titled, "Change, Games and a Little Chaos: The Future of Retail for Produce," at the FPFC Southern California Membership Luncheon. "This is an exciting time in the produce industry," suggests Muro. "The retail format is changing, but there is room to grow if the players are strategic and understand the shakeout taking place in the industry."

With engaging topics and the ability to share changing retail trends, Muro has been asked to present at a variety of industry events. As a seasoned marketing professional, he has been able to provide an overview of the produce industry with its looming changes and provide solutions to steer the course into growth opportunities.

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Muro has an extensive marketing background. He founded Fusion Marketing in 1997, which just marked its 20th anniversary of providing produce clients with a multitude of services including marketing and sales strategy; shopper and consumer research; and category management. Prior to establishing Fusion, Muro held the position of vice president of marketing worldwide for a division of Wella Corporation (a Proctor 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.

“I look forward to sharing information and engaging with both audiences,” states Muro. “I hope it will be beneficial to those that attend.”



Steven Muro, founder and president of Fusion Marketing, will provide industry insights as a panelist for BrandStorm on November 14, 2017. Prior to BrandStorm, Muro will present at the FPFC Membership Luncheon on October 4, 2017.

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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