

# Fulcrum Taps Feintuch Communications for Integrated PR Campaign

NEW YORK, April 16, 2012 /[PRNewswire](#)/ -- Fulcrum ([www.fulcrum-mktg.com](http://www.fulcrum-mktg.com)), an innovative analytics and marketing technology company, has appointed Feintuch Communications as its public relations agency of record.

Headquartered in New York and with its operations center in Fairfield, Conn., Fulcrum creates highly effective, customer-centric marketing programs for mid-to-large sized companies. The company's core capabilities include large-scale data management, advanced analytics, strategic consulting, marketing program design and management and marketing technology.

"Fulcrum enjoys a strong in-house team of CRM experts, market-leading technology resources and world class clients. We wanted to bolster our internal public relations capabilities to increase our own visibility in the market and so we sought an external resource that understands our business and could complement our brand," said Richard Vermillion, chief executive officer, Fulcrum. "We selected Feintuch Communications based on its marketing experience and senior level commitment."

"In an era where the word 'partner' has been trivialized by overuse, Fulcrum is a rare breed of marketing services company that actually develops deep partnerships with its blue-chip customer base," said Henry Feintuch, president, Feintuch Communications. "Fulcrum is all about helping its clients to increase revenue and improve client relationships. The company has a broad range of new product and service initiatives in the works for 2012 and beyond; we will help provide the focus, creative talent and execution to support its own growth in the b-to-b marketplace."

## About Fulcrum

Leading businesses turn to Fulcrum to increase and accelerate the profitability of their marketing and advertising investments. Fulcrum offers advanced marketing solutions, from building and managing rich, multi-channel databases, to predictive and segmentation modeling, advanced analytical tools, and design and execution of cross-channel, customer-centric marketing programs.

Fulcrum is headquartered in New York City with its major operational center in Fairfield, Conn. Visit [www.fulcrum-mktg.com](http://www.fulcrum-mktg.com) for more information.

## About Feintuch Communications

Feintuch Communications ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)), based in New York City, is a strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. Part of international PR alliance ECP Global ([www.ecpglobal.com](http://www.ecpglobal.com)), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

SOURCE Feintuch Communications

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