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Marino Bolsters Italian Food & Beverage Unit With New Addition

Janie Barber Brings Expertise Working with Major Italian and Lifestyle Brands to Marino

NEW YORK – April 26, 2021 – IACC member [Marino](#), a leading strategic communications firm with offices in New York City and Los Angeles, today announced that media expert Janie Barber has joined as an Account Supervisor for the firm’s growing food & beverage practice with a special focus on Italian brands. In her new role, Barber will manage the accounts for top industry leaders including [Bono USA](#) (IACC member), an award-winning Sicilian extra virgin olive oil, marmalade and olive producer, as well as [Chelsea Market](#), [Biagio Cru Wine & Spirits](#) and [Industry City](#).

Barber brings a wealth of knowledge and skill from her recent experience at Stuntman PR, where she led the media strategy for local, national and international brands in the food, beverage and hospitality industry, including [The Consortium of Balsamic Vinegar of Modena](#), [The Consortium of Parmigiano Reggiano](#), [Vintage Wine Estates](#) and [Patina Restaurant Group](#), among others. Boasting a diverse portfolio of media placements, Barber has successfully ideated and executed cross-functional campaigns for clientele around the world.

“With a proven track record working with some of the top names in Italian food we are very excited to welcome Janie to the Marino team,” **said Robert Barletta, Executive Vice President at Marino**, who leads the agency’s food and beverage practice. “She will be an integral part of our continued expansion in the lifestyle sector.”

Prior to joining Marino, Barber led various lifestyle campaigns, crafting events for European and Southeast Asian brands and consumer packed goods marking their U.S. debut, in addition to developing talent relationships between celebrities, top chefs and restaurants. In her most recent role, Barber successfully ran a merchandise partnership between The Consortium of Balsamic Vinegar and gelaterias [Il Laboratorio del Gelato](#) and [Gelato-go](#), garnering more than 150 earned media placements and gaining national recognition for the agency. Previously, Barber helped to launch creative initiatives for [Uber](#), [LinkedIn](#) and [Red Bull](#).

Barber earned her bachelor’s degree in advertising and public relations from the University of Nebraska-Lincoln. Currently residing in Brooklyn, she speaks fluent Spanish and enjoys traveling around the world to further build her passion for food, hospitality and culture.

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Marino is a full-service communications firm delivering data-driven, fully integrated strategies focused on changing perceptions, amplifying impressions and fostering high-level relationships to build brands. Based in New York City, with an office in Los Angeles, the markets Marino serves include real estate, lifestyle and consumer, nonprofit and education, public affairs and

advocacy, technology/innovation and professional services. Marino's clients range from Fortune 100 companies and international brands to local and national nonprofits and businesses.

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