



## **Scott Collins Assumes Role of President and Owner of Aria Marketing; Names New Leadership Team**

*Jessica Cohen Promoted to Executive Vice President and Ross Homer Joins Company as Vice President to Support Current Clients and Continue Company Growth*

**Boston, MA – July 22, 2014** – [Aria Marketing](#), an integrated healthcare communications agency, announced that the company is now under new leadership. Scott Collins, former vice president, has been named principal owner and president of the company. Collins acquired ownership of the 15-year-old agency from Bruce Jankowitz, who is continuing to work as an industry consultant. Additionally, Aria has announced that Jessica Cohen has been promoted to executive vice president, and Ross Homer has returned to Aria as vice president.

With over twenty years of agency and in-house public relations and marketing experience, Collins will leverage his extensive industry knowledge and executive-level insight to maintain Aria Marketing's established reputation as the leader in healthcare communications. Additionally, Collins is investing new resources in growing the company to help keep pace with the increasing demand for its PR and marketing services. Currently, Aria Marketing is seeking new account executives and senior account executives and Collins announced today that the company will be moving to an expanded office space this summer.

"Over the past decade and a half, Aria Marketing has earned a reputation for understanding the ins and outs of healthcare and developing and executing public relations and marketing strategies that align with the key issues," said Collins. "My top priority is to continue to garner exceptional results for our clients – always putting their needs first – as we prudently grow the company. By adding Jessica and Ross to the senior leadership team, we will be better positioned than ever before to provide exceptional service to both new and existing clients."

Jessica Cohen and Ross Homer have joined Collins as executive vice president and vice president, respectively. As members of the leadership team, the pair oversee the company's PR and marketing functions, providing strategy to all clients. As part of their operational duties, they are spearheading the company's recruitment and new business initiatives.

Cohen began her career a decade ago as an account executive at Aria Marketing, and most recently functioned as Aria's director. She has executed successful PR and marketing programs for over 35 healthcare companies, including Dictaphone/Nuance, Craneware and Fallon Clinic. Homer has returned to Aria – where he previously worked as a senior account executive – with both in-house and agency public relations and communications experience. Having worked at companies such as Brigham and Women's/Faulkner Hospital, Quantia and Care.com, Homer has cultivated a deep healthcare and HIT industry knowledge-base, which he brings to his new role.

### **About Aria Marketing, LLC**



Founded in 1999, Aria Marketing is an integrated, healthcare communications agency providing unmatched industry and strategy expertise, thought-leadership driven PR, compelling creative and superior customer service. Aria earned its reputation as healthcare's leading thought leadership agency from working with some of the biggest, sharpest and most innovative healthcare organizations, from pre-angel start-ups to Fortune 20 companies. Its services include: strategic planning, branding and positioning services; public relations; social media; and creative services.

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