



**For Immediate Release**

## **Aria Marketing Welcomes New Senior Account Executive to PR Team**

*To Meet Market Demand, Leading Communications Firm Adds Kristen Berry, B2B Public Relations Pro to Lead Healthcare IT and Services Accounts*

**Boston, MA —November 1, 2012** —Aria Marketing, an integrated healthcare public relations and marketing communications agency, today announced that Kristen Berry has joined the company as a senior account executive. In this role, Berry will manage public relations programs for multiple healthcare IT and services companies, providing strategic counsel and executing media relations programs.

“Due in part to the renewed focus on the healthcare IT sector of the market, we have seen an increased demand for our specialized, strategic communications services. At the center of our capabilities lies deep healthcare industry knowledge and experience, and as such, it is critical that we continue to grow our team with top talent. With her B2B public relations background, social media experience and strong writing skills, Kristen will be a vital asset to our team,” said Scott Collins, Vice President, Aria Marketing.

Prior to joining Aria, Berry executed successful PR campaigns for several healthcare and high tech companies including, PatientKeeper, MedAptus, McKesson, Fallon Clinic and Texas Instruments. Berry also has extensive experience in managing and executing social media campaigns, specializing in content development and driving web traffic. Berry received her Bachelor of Arts in Political Science and Writing from Providence College.

### **About Aria Marketing**

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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