

Joint Media Release

Joe Perri & Associates and i-Impact Group announce international strategic PR alliance

Wednesday January 20, 2016. Principal and Founder of Joe Perri & Associates Mr. Joe Perri and President and Founder of US Based i-Impact Group Mr. Claudio O. Pannunzio have announced a strategic alliance between the two PR consultancies that will assist clients to better communicate their business values, brands and offerings into overseas marketplaces.

Joe Perri and Claudio Pannunzio first met each other in the USA over a decade ago at a Million Dollar Round Table (MDRT) Annual Meeting and became instant good friends. At the time Claudio was providing branding and strategic communication for MDRT and his team involved in the event organization.

Over the years the two firms have partnered on several projects and when VIP clients visited the USA or Australia, Claudio Pannunzio and Joe Perri would personally welcome and attend to their media and marketing needs.

Recently, the firms' principals discussed and agreed that a closer, more strategic alliance and relationship would yield greater benefits for their firms and clients.

The alliance and the promotion of our creative skills, ability to deliver long-term value and meaningful results for clients and the access to broader international markets by bringing the two groups closer together was a natural next step said Joe Perri and Claudio Pannunzio.

Both principals have similar backgrounds with extensive careers in financial services before they became self employed and started their respective businesses.

In October last year Joe Perri announced he was the head of a new venture Connect Malaysia, a consultancy firm dedicated to linking Australian SMEs to commercial and export opportunities in Malaysia.

Over the years Joe Perri and Claudio Pannunzio have developed enviable reputations for taking their work very seriously and for their *get-it-done* attitude to everything they do. Whether it is the launch of a new product or service, raising brand awareness or a new corporate identity, at the core of their principles is a dedication to work with clients to successfully achieve their long term corporate and strategic objectives.

“We see the PR alliance having many benefits for our respective businesses and believe that our backgrounds, expertise and insight – especially into the financial services sectors – will be of interest to many firms seeking to broaden their reach globally”, continued Joe Perri and Claudio Pannunzio.

