Press Releases

Doug Wright Joins Feintuch Communications

PR Agency Veteran Brings More than 20 Years of PR Experience in Technology and Consumer Product Categories

NEW YORK, April 26, 2016 /PRNewswire/ -- Tech and consumer products specialist Doug Wright has joined Feintuch Communications as senior account director.

The addition of Wright boosts the well-known boutique agency's senior team with additional technology and consumer product category expertise, strategic counsel capabilities and high-level media relationships.

Wright's 20-plus year career at New York City area PR agencies includes vice president posts at Roher Public Relations and Crenshaw Communications, as well as that of account supervisor at Giles Communications and Wilson McHenry Company (Roher Public Relations merged with Feintuch Communications in August 2015).

Over his career, Wright has represented leading companies in a variety of markets, including consumer electronics, software, data storage, video production, 3D animation, video games, musical instruments and financial services. He has served companies including Yamaha, Sony, Sharp, Verizon Wireless, Monster Products, Kenwood, NewTek, Vinpower Digital, Pioneer, Turtle Beach, Western Union and AVAST Software.

"Doug brings a wealth of knowledge and experience in areas in which we are already strong, as well as others into which we would like to expand," said Henry Feintuch, president, Feintuch Communications. "We look forward to working with Doug as we continue to grow."

Wright started his career at Dorf & Stanton Communications, where he participated in the launch of the Sharp Wizard—a revolutionary handheld electronic organizer that introduced the modern personal electronics category.

"Right off the bat, I got a taste of introducing and building the success of a game-changing product, and the excitement of that has never left me," said Wright. "I am very excited to join this award-winning agency. Feintuch takes a no-nonsense approach to providing clients with sound strategic counsel, creative thinking and meaningful results."

Wright graduated from Syracuse University's Newhouse School of Public Communications, where he majored in public relations. He currently lives in Leonia, N.J. with his wife Tristan, and two daughters, Holiday and Maile.

About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is an award-winning strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. A founding partner of PR World Alliance (www.PRWorldAlliance.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.

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