

Feintuch Communications And Rosica Communications Form Joint Venture

Duo Offer Complimentary, Value-added Services

NEW YORK and FAIR LAWN, N.J., Sept. 19, 2017 /PRNewswire/ -- New York City-based [Feintuch Communications](#) and Fair Lawn, New Jersey-based [Rosica Communications](#) have created a joint venture to offer complimentary services to each other's clients, as well as prospects.

Feintuch Communications, founded in 2009 by tech industry veteran and former journalist Henry Feintuch, is a B2B PR and marketing agency specializing in technology, financial services/fintech, cleantech/clean energy, manufacturing tech, adtech/media and professional services. Feintuch is a past chair of the technology section of the Public Relations Society of America (PRSA) and a board member and past president of PRSA-NY. He also serves as chief financial officer of the [Public Relations World Alliance](#), a global network of independent PR firms.

Rosica Communications, founded in 1980, is a full-service communications firm offering traditional media relations, as well as the latest online marketing and social media offerings. Specialty areas include consumer and home products, healthcare, food and beverage, non-profit/association, animal health/pet products, education and B2B and professional services. Agency President Chris Rosica is the author of *The Authentic Brand* and *The Business of Cause Marketing*. In 2009, he co-founded Interact Marketing, LLC, a full-service interactive agency. He continues to serve as the firm's chairman.

"Chris and I were introduced to each other a few years ago and we began an informal collaboration to offer each other's clients additional services on an ad-hoc basis," said Feintuch. "Rosica has in-depth expertise in many segments not currently offered by our firm and its team is top notch."

"Our firms share a similar work ethic and are oriented towards delivering business results to achieve our clients' objectives," said Rosica. "Together, we offer a broad range of consumer, business-to-business, tech and corporate services to clients nationwide from our offices in New Jersey and New York. Our collaboration increases our bench strength and ability to deliver world-class service."

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, analyst relations, advertising/marketing, financial and 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.

About Rosica Communications

Established in 1980, Rosica Communications specializes in media relations, content development, crisis communications, cause marketing, direct marketing and social media. The firm's national B2B and B2C clientele encompasses companies in the healthcare, technology, food, beauty, professional services and animal health/pet goods industries. The agency's differentiators include: Sales Smart PRSM, which repurposes media coverage to augment sales; content development and syndication to bolster SEO and online reputations; cultivation and media training of key opinion leaders and influencers; and the firm's ability to integrate online and traditional PR and marketing.

SOURCE Feintuch Communications

For further information: Henry Feintuch, Feintuch Communications, 212.808.4901, henry@feintuchpr.com; Chris Rosica, Rosica Communications, 201.843.5600, chris@rosica.com
