



**FUSION**

Clear Direction For Your Business<sup>SM</sup>

2655 First Street, Suite #250  
Simi Valley, CA 93065  
818.718.8084  
gowithfusion.com

Contact: Lecia Rdzak  
Fusion  
818.718.8084  
lrdzak@gowithfusion.com

**For Immediate Release**

## **Fusion Recognized as Top Retail Marketing Service Company**

### *The Only Fresh Produce-Focused Agency Listed in Top 10*

**Los Angeles, CA** (August 17, 2021)- Fusion, a business-to-business integrated marketing agency focused on fresh produce and grocery in the retail environment, was named a top ten retail marketing service company by *Retail Tech Insights* magazine. The award honors companies at the forefront of providing state-of-the-art retail marketing services that impact their respective industries. Fusion was the only fresh produce-focused agency awarded this top recognition. In the article, *Retail Tech Insights* detailed how Fusion helps companies leverage

the power of retail marketing and gives clients the tools and knowledge to build their sales and distribution process.

“We are honored to be featured as a top ten marketing service company in the latest *Retail Tech Insights* issue,” said Steven Muro, president and founder of Fusion. “With a wide range of services, Fusion offers an integrated approach to sales and marketing in the retail sector for various clients and commodity boards.”

Established in 1997, Fusion quickly identified the lack of coordination between sales and marketing departments within companies. Leveraging this opportunity, Fusion set out to fuse client’s sales and marketing teams by using data to drive sales

and marketing initiatives and strategies. Using data, research, and marketing, Fusion offers innovative solutions, analytical insights, and creative execution. “We believe that combining the science and art of marketing with strong client relationships, you can develop impactful programs and campaigns, which lead to client success,” said Muro. As the company approaches its 25<sup>th</sup> year in business, they continue to lead the industry in state-of-the-art research, analytics, and marketing.



**TOP  
RETAIL  
MARKETING  
SERVICE COMPANIES - 2021**



Recognized by **Retail**  
*Tech Insights*

*Retail Tech Insights* magazine names Fusion a top retail marketing service company in top ten list.

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The *Retail Tech Insights* magazine article is available at <https://www.gowithfusion.com/pathways/retail-tech-award>.





## Fusion

### Directing the Path to Success

**N**ew-age retailing is a complex paradigm. On one end of the spectrum, there are hundreds of vendors and suppliers who try to get their products faster to market and sell them across retailers. On the other end, there are smart retailers who know their marketplace but often rely on vendors to learn more about the categories on offer, the ways to sell more, and methods to expand distribution within the chain. In this complex landscape, becoming a category leader is not an easy task for a vendor or a supplier. However, California-based Fusion has found a unique methodology that leverages the true power of retail marketing to make their clients into category leaders.

"Retail marketing is both a science and an art," says Steven Muro, Founder and President at Fusion. "We believe that by combining the science and art of marketing with strong client relationships, you can develop impactful programs and campaigns, which lead to client success."

As an integrated B2B marketing agency specializing in the supply side of the retail chain, Fusion works with suppliers and vendors that go to retail, providing them with the tools and ammunition required to build their sales and distribution process.

Established in 1997, Fusion was quick to identify the lack of coordination between sales and marketing departments within companies. Leveraging this opportunity, Fusion set out on its journey to fine-tune its clients' sales and marketing strategies. Today, with a focus on the fresh produce and grocery retail environment, Fusion offers its customers the highest level of support through research, innovative solutions, analytical insights, and creative execution.

While the goal of many companies in the market is to get to many clients as possible, Fusion's idea is to work with a select group of clients and go very deep. In fact, one of Fusion's original clients from 24 years ago is still their client today.

According to Muro, many clients looking for a marketing platform or a solution often know where they want to go. But they don't know how to get there. "It's our goal to dig in deep with them and help them define their business questions. And once we do that, we can offer them the solutions that will get them to where they want to go, instead of shoe-horning them into what is available," he says. From building a strategy to attending its clients' board and staff meetings to working with sales and marketing teams, Fusion is thoroughly entrenched in its clients' business. The company houses a research, marketing, creative, and executive team to successfully carry out these tasks.



Steven Muro

Also, in today's highly complex solution environment driven by Artificial Intelligence (AI) and data lakes, Fusion offers what most businesses are looking for: simplicity. A company can have many questions: "How do I understand the solution simply? How do I use it, not just at the marketing level, but across different departments so that all of the company can use that strategy?"

Fusion answers all these questions with the power of simplicity. The company's robust tools take the complex research and information and simplify it so that the person who uses it doesn't have to be in marketing or sales to understand it. "You can actually hand it over to customer service or any department, and they can quickly understand the purpose of this information and how they can use it in their day-to-day jobs," says Muro.

These features have helped Fusion earn a lot of accolades. Among many of its success stories, Muro recalls Fusion's association with an offshore client that had a product in the U.S. handled by a third-party distributor. Unhappy with the client set up offices on the East and West Coast, and is now the number one product in its category," notes Muro.

Powered by success stories like the above, Fusion continues to grow even during the ongoing pandemic that has severely disrupted the retail sector. Going forward, the company is focused on the expansion of its hands-on approach in building robust relationships and successful client outcomes. **®**

**“ WE BELIEVE THAT BY COMBINING THE SCIENCE AND ART OF MARKETING WITH STRONG CLIENT RELATIONSHIPS, YOU CAN DEVELOP IMPACTFUL PROGRAMS AND CAMPAIGNS, WHICH LEAD TO CLIENT SUCCESS ”**

*Retail Tech Insights* interviews Steven Muro about Fusion's methodology for client success. As the only fresh produce agency named in the magazine's top ten list, Fusion leads the industry in state-of-the-art research, analytics and marketing.

## ABOUT FUSION

Fusion provides clear business direction through research, analytics, market insights and communications, giving clients more time to focus on their business. Fusion partners with clients to uncover growth opportunities and solutions for each client's unique business needs. The experienced team of marketing and analytical professionals provide dedicated client support, informed thinking and innovation to provide the highest level of expertise for any analytic and creative business endeavor. [GoWithFusion.com](https://www.gowithfusion.com)

## ABOUT RETAIL TECH INSIGHTS MAGAZINE

Retail Tech Insights, through its print and digital magazines, websites and newsletters, is the trusted source for new trends in technology for retail, new solutions available for retail, challenges being faced by retail executives in adopting technology solutions and bring out the best of technology vendors providing solutions and services to retail. [RetailTechInsights.com](https://RetailTechInsights.com)