

Haute Secrets Boston: Marlo Fogelman of Marlo Marketing

BY KELLIE SPEED | HAUTE SECRETS, NEWS | JANUARY 22, 2016

Marlo Fogelman made a name for herself more than 10 years ago when she first opened marlo marketing in Boston with just one staff member and four clients (Starbucks Coffee Company, American Seasons, Nantucket Wine Festival and Grafton Group).



Since then, she has created a prominent public relations agency focusing on travel and hospitality. From representing some of the most anticipated restaurant openings in the city to the hautest launches of beauty products, she and her team of marketing professionals represent an impressive roster of national and international clients, including LimoLiner and Boston PAL Grand Prix.



As an attorney licensed in both Massachusetts and New York, Fogelman also supports many local non-profits and donates much of her time to pro-bono PR and marketing work.



She is on the Board of Directors of the Boston Public Market Association and the Boston Police Athletic League, and served as Chairperson of the Outdoor Advertising Board for the Commonwealth of Massachusetts from 2006-2009, at the appointment of Governor Romney.



We caught up with her recently to find out what she loves most about Boston.

Where were you born: Detroit

How long in Boston: Since 1994

Neighborhood: Navy Yard

Occupation: Principal of marlo marketing, an integrated marketing/communications company

Favorite Restaurant: No way in my business can I pick just one! Our newest restaurant clients that I'm loving right now are Yvonne's, State Street Provisions, Ocean Prime, Select Oyster Bar, Branch Line, Ames Street Deli and Outlook Kitchen & Bar. Eastern Standard is simply a classic, any time of day. And I'm super excited for UNI to reopen.

Best Italian: Sweet Basil

Best dessert: "Milk & Cookies" at Tavern Road

Best cocktail: The Hawthorne

Best place for a romantic date: Showcase SuperLux in Chestnut Hill

Best Sunday brunch: The Breakfast Club

Best place for a power business meeting: The large conference room in my Downtown Crossing office

If you have out of town guests, which hotel would you recommend? The Envoy Hotel

Best Spa: The Spa at the Mandarin Oriental

Best MedSpa: Dream Spa Medical

Favorite Charity Event: Boston PAL Grand Prix

Favorite Cultural Event: Shakespeare on the Common

Favorite Cultural Institution: The Lawn on D – its well on its way to institution status!

Best Steakhouse: Ocean Prime

Best Pizza: Area Four

Best Lunch: Boston Public Market – shop & graze!

Best Gym/Athletic Facility: Stillman Tennis Center in Charlestown

Best Massage: Courtney Scharneck Massage Therapy

Best Limousine/Driving Service: LimoLiner – takes me on my frequent trips between Boston & Manhattan

Best Museum/Exhibit: Any of the public art on the Rose Kennedy Greenway

Describe Boston in three words: Classic. Elegant. Innovative.

Favorite historic/legendary place to see or explore: The Esplanade

All-around favorite spot in Boston: The Courtyard at the Boston Public Library

Best Aspect of Boston: There isn't just one! It's a thriving coastal city with some of the best cultural, academic, business and athletic offerings in the world!