

Allen Fogel got into sales and marketing after graduating from university in Montreal, Canada. When he wasn't on the ski hill, he was learning the business ropes from his uncle, an upscale men's clothing manufacturer.

After a relocation to Toronto, Allen joined forces with a custom uniform manufacturer servicing the hospitality and airline industries. As vice president of sales, he traveled North America developing and managing client accounts such as Fairmont Hotels and Resorts, Westin Hotels & Resorts, Hotels by Hilton, Canadian Airlines, Calgary Saddledome, Trump Taj Mahal, and Sheraton Hotels & Resorts.

Aside from earning many frequent flier miles, Allen worked with hotel and airline executives, helping them identify their needs and working with their staff to implement customized programs. He collaborated closely with his internal design and creative team, project managing each client's program from initial meeting through to completion.



Allen developed long-term relationships with his clients. As they moved to new properties and positions, they called on him for his expertise, experience and exceptional customer service.

Achieving top-of-mind awareness means frequently getting your brand name in front of your target customers.

When he made a move to the U.S. in late 2004, he brought over 30 years of extensive sales and marketing skills and experience to the promotional products industry. He has worked with several North American businesses and nonprofit organizations, helping them achieve their marketing goals using a variety of branded merchandise and apparel. He also manages custom printing projects for clients, helping them save money while providing top-notch printed goods.

Whether people seek his guidance for custom printing or promotional product options, Allen spends the necessary time sourcing appropriate options, collaborating on ideas, and then delivering on time, within the client's budget.

Using today's technology, Allen is able to communicate and serve clients wherever they are located, delivering promotional products and printed goods nationwide.

Allen has served two terms as president of the Scottsdale Lions Club and has been an ambassador for the Scottsdale Chamber of Commerce. He enjoys his life in the Sonoran Desert where the sun shines 300 days a year and he can live outdoors in his spare time, whether he's biking, playing tennis and golf, fishing, skiing, or just cleaning the pool.