

John Fitzpatrick Joins Bright Futures Atlanta's Board of Directors

John Fitzpatrick, CEO and President of Force Marketing, is proud to join the Board of Directors of the organization, which aims to improve the lives of at-risk youth in inner-city Atlanta.

Atlanta, Georgia ([PRWEB](#)) February 01, 2016 -- John Fitzpatrick, CEO and President of automotive marketing company Force Marketing, is proud to announce that he has been named to the Board of Directors for Bright Futures Atlanta.

Founded in 2002 by Philip and Gail Ross, Bright Futures Atlanta is a faith-based organization that works to provide academic instruction and programming for inner-city, at-risk youth in Atlanta. Bright Futures Academy, a 10,000+ square foot educational center located at 1300 Joseph E. Boone Boulevard NW, opened in 2013 to offer superior academic opportunities to middle school and high school students. The organization also offers after-school programming and camp during the summer months.

"Since I learned about this incredible organization in 2012, I've had great respect for the tremendous amount of good that Bright Futures does throughout our local community," said Fitzpatrick. "I'm honored to take on the responsibility associated with being on the Board, and look forward to helping them to further their mission in any way that I can."

Fitzpatrick was accepted to the Board in January 2016, along with Tony Johns, Megan Tharp, Shannon Price and Brandon Powell. The new Board members were sworn in during a Board meeting retreat on Saturday, January 30.

"We're excited and proud to welcome John Fitzpatrick to our Board of Directors," said founder Philip Ross, who also serves as Executive Director of Bright Futures Atlanta. "Through our partnerships with individuals like John, we've been able to build this organization to where it is today. We look forward to working together to further the mission of Bright Futures Atlanta in the years to come."

Fitzpatrick is the co-founder of Force Marketing, the nation's leading provider of data-driven and technology-enabled marketing solutions to the automotive industry. He now leads a team of more than 100 automotive marketers in the company's Atlanta headquarters. The company also has an office on Madison Avenue in New York City.

He is also a member of the Southern 7 Chapter of YPO (Young Presidents' Organization), the world's premier peer network of chief executives and business leaders. He and his wife Kristina reside in Atlanta.

About John Fitzpatrick

John Fitzpatrick is the CEO and President of automotive multi-channel marketing company Force Marketing. He co-founded the company in 2007, and since then, it has grown to boast a team of more than 100 employees with headquarters in Atlanta and an office in NYC. He graduated from the University of Florida in 2006, where he studied Political Science and Entrepreneurship.

About Force Marketing



Force Marketing is an innovative automotive multi-channel marketing company headquartered in Atlanta, Ga. The agency offers technology-enabled marketing services to an expansive client base throughout the U.S. and Canada. The company made Inc. magazine's Inc. 5000 list of the fastest-growing private companies in the U.S. in 2015 for the seventh consecutive year. More information about Force Marketing's auto dealership marketing services can be found online at www.ForceMKTG.com.



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