



## Maribel Pagan Managing Partner, Promotional Products Company



*I own a strategic marketing and promotional products company.*

### **How long have you been in the promotional products industry?**

16 years in business and over 30 years in this space

### **Where do you currently work?**

Alliance Promotional Products in Budd Lake, NJ

### **How do you spend most of your time at work?**

- 1) Developing strategic sales and marketing programs for the business
- 2) Researching and providing customers with branded product ideas for their marketing and/or promotional programs
- 3) Managing sales personnel
- 4) Managing the vendor pool and pricing
- 5) Networking and building relationships

### **Why did you choose this career?**

I am able to put my marketing background to good use, and I love being my own boss.

### **What did you do to prepare for this career?**

Sales & Marketing Degree, Master Advertising Specialist, continued education in the promotional markets as well as marketing through various industry and marketing associations to stay up to date with changes and advances in these spaces.

### **What do you enjoy most about your job?**

Being my own boss and helping clients achieve their goals

### **What do you find most challenging about your job?**

People who are non-responsive

### **What is one piece of advice you would give to a young person who is interested in your profession?**

Be yourself, be creative, think outside of the box, do not be afraid to make mistakes, and always continue to learn.

**MARIBEL'S FUN FACTS**  
My favorite TV show is  
Survivor. Outlast, Outwit,  
Outplay – the tagline says it all.



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