



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?

18 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 was one of your first jobs and how did that experience influence your career path?

My first job was at 16 years old. I worked as a Summer Camp Assistant Counselor at a local church in Connecticut. The kids I worked with were between the ages 7 and 9. I assisted with all of curriculum and summer activities. It was a fun and challenging summer job for me.

That experience did not influence my career path because I did not go into a career that dealt with children or the educational sector. However, with that said, we do work in the educational market -which we do plenty of business with. We work with grammar, middle, and high schools, as well as colleges.

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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