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For Immediate Release

Jeanine Genauer of the JPR Group Honored as A Brand Builder by Leading Women Entrepreneurs

MONTCLAIR, N.J. (December 2, 2016)—Jeanine Genauer, Principal and Chief Communicator of the JPR Group was selected as one of New Jersey’s Leading Brand Builders by the Leading Women Entrepreneurs and Business Owners organization. Her selection was celebrated on October 18, 2016 at an event attended by leading business luminaries including Mandell L. Crawley, CMO for Morgan Stanley, Jeff Hoffman, Co-Founder of Priceline.com and Susan Spencer, Editor-in-Chief of Woman’s Day magazine.

At the event at the Palace at Somerset in Somerset, N.J. Genauer was honored among eleven of New Jersey’s most successful and honored businesswomen and entrepreneurs as Brand Builder, women who have excelled in marketing innovation, increasing brand awareness and leveraging media and creative resources. Her expertise was featured in a promotional video which premiered at the event.

In addition to those mentioned above, speakers at the event included Linda Wellbrock, Founder of Leading Women Entrepreneurs and co-honoree Diane S. Turton, President and Founder of Diane Turton, Realtors.

This honor follows a Great Oak Award for Genauer’s non-Profit Work from New Jersey Monthly magazine this past September.

“Brand building is one of the most important elements a company, organization or professional needs to address,” said Genauer. “It answers who you are and how you are seen in the marketplace. Are you a leader in customer service, pricing, reliability or other area? Branding is a distinguishing mark that sets you apart. To be recognized as a leader by an organization as strong as Leading Women Entrepreneurs alongside so many accomplished women is a true honor. We are inextricably proud to be recognized for helping our clients make their footprint in the ever evolving media marketplace.”

About The JPR Group, LLC

The JPR Group is a boutique firm offering expert services in public relations, digital marketing and marketing communications. Its motto is to do well by doing good. www.jprrgroup.com

About Leading Women Entrepreneurs

Leading Women Entrepreneurs is a media and events company that recognizes outstanding women business owners. The mission is to create a sustainable, ongoing environment that brings leaders together and showcases their attributes and contributions. The Leading Women Entrepreneurs Initiative was developed in for the purpose of acknowledging female, business owners who exhibit outstanding performance in four areas: market potential, innovation, community involvement and advocacy for women.