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## MASSEY COMMUNICATIONS LOSING FOUNDER TODD PERSONS



Todd Persons is leaving Orlando, Florida's Massey Communications, the advertising, strategic marketing and public relations agency he founded in 1985, by July 24th. Massey president and CEO Bud Brewer will take over Persons' spot as vice chairman. Marketing director and veep Lynne Frederick will step up as president and CEO. Andrea Massey-Farrell has been promoted to executive vice president and COO. Persons intends to launch a new public relations, media relations and networking consulting firm called Todd Persons Communications in Orlando. Massey Communications is a full-service advertising, strategic marketing and public relations agency. The agency and its parent company, Massey Services, are based in Orlando.

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