
MGSCOMM MERGES WITH REYNARDUS & MOYA



Miami-based multicultural marketing firm MGSCOMM is merging with New York's Reynardus & Moya. The expanded MGSCOMM executive management team, led by co-founders Manuel E. Machado, CEO, and Al Garcia-Serra, COO, now includes Jorge Reynardus as chief revenue officer and Jorge Moya as chief creative officer. Joining the MGSCOMM client roster are IIT Technical Institute, Wyeth, Pfizer, and Schering-Plough. Existing MGSCOMM clients include Southeast Toyota Distributors, Scion, Publix Super Markets, BB&T financial centers, and Tiffany & Co. MGSCOMM, formerly Machado/ Garcia-Serra Communications, is an integrated marketing communications agency providing clients a suite of multicultural and general market communications services, including advertising, broadcast production, public relations, sales promotions, interactive & digital services, and field engagement through six wholly-owned business units. The firm, with offices in Mexico City and now expanded offices in New York, will soon move to new headquarters in Miami.

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