

## B Spotlight on Business



## Anne Sweeney Public Relations Anne Sweeney

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Anne Sweeney Public Relations brings 20 years experience in global marketing communications to New Jersey businesses and to clients in the UK, Europe and The Caribbean. We serve companies in the fields of travel, hospitality, food and wine, art and antiques, healthcare, retail sales and business-to-business.

Our years of international experience with Pan American Airways, InterContinental Hotels and various overseas governments enable us to act both locally and globally in the highly diverse Princeton region.

We are committed to keep pace with the technological changes that greatly impact the way we do business. Our services span social media, internet marketing, copy writing, media outreach, product launches and crisis management. We are also determined to use technology responsibly and with sensitivity. Our challenge, as communicators, is to embrace those changes with flexibility, open-mindedness and a keen eye for what technologies suit our clients' purposes and which are passing fancies.

We had a long- term relationship with a local bank but as it grew larger, more impersonal and automated, we had less control of our funds. "There's nothing I can do" became their mantra. Peter Dawson, a member of the Bank of Princeton's Advisory Board, recommended we switch, noting that "entrepreneurs need to think outside the box, and so do our banks."

The highly knowledgeable staff at The Bank of Princeton's Montgomery Branch understands this. They constantly seek solutions, resolve problems and respond with the same kind of understanding and personal service that we strive to show our clients.