



NELSON M. FELLMAN, APR
Executive Vice President

Bringing more than 40 years of experience in virtually all disciplines of marketing communications: public relations, advertising and sales promotion, Nelson Fellman is Executive Vice President of Enterprise Marketing & Communications (EMC).

Nels Fellman joined EMC after two years as Senior Vice President and Creative Director at Anne Klein & Associates, the largest independent public relations agency in the Philadelphia region.

Previous, he spent nine years as President of The Star Group (formerly Rosanio, Bailets & Talamo).

Among his responsibilities at EMC are working with clients in the development of marketing programs as well as promotional ideas and public relations strategies. He is an award-winning creative writer and puts those talents to use for such companies as an international insurance/reinsurance company, a global healthcare corporation, as well as a national food processor and local construction and retail firms.

At The Star Group, Nelson served as the management supervisor of many of the agency's major accounts, including the New Jersey Lottery, Panasonic Rechargeable Batteries, Jevic Transportation, among others. He also has an extensive background in healthcare marketing and public relations, having developed strategies for such organizations as Siemens Medical Solutions, Delaware Valley Healthcare Council, Independence Blue Cross, AmeriHealth, Stuart Pharmaceuticals, Deborah Heart & Lung Center, Hahnemann Hospital, Atlantic City Medical Center, and Fox Chase Cancer Center.

He was Executive Vice President of Spiro & Associates, one of Philadelphia's largest independent, full-service advertising, marketing and public relations agencies, for 17 years prior to being recruited by The Star Group. During his career Nelson was responsible for developing and implementing special events, conferences, promotions, and travel incentive programs for such firms as Ace Combs, Tabby Cat Food, Independence Blue Cross, and Penn Mutual Insurance Company.

A graduate of Ursinus College, he started his career on the public relations staff of Food Fair Stores, Inc. Two years later he became Public Relations Director of The Bryn Mawr Hospital in suburban Philadelphia. A pioneer in hospital public relations, he founded and served as first president of the Delaware Valley Hospital Public Relations Association.

He later joined Ringold, Kalish, Walpert as PR Director. When the firm merged with Spiro & Associates Nelson was promoted to Vice President. Next he was a founding executive at The Walpert Company in Cherry Hill, NJ. As Executive Vice President, he created and supervised national sales promotion programs for clients such as Hefty Plastic Bags, Tabby Cat Food, Chapstick, Ace Combs, and Renuzit home products before returning to Spiro & Associates in 1973.

During his career, Nelson has received numerous awards for his public relations, sales promotion and advertising programs. In 2000, he was the charter recipient of the Frank X. Long Award for "exceptional creativity and writing skills" presented by the Philadelphia Chapter of the Public Relations Society of America.