

John Fitzpatrick, CEO of Force Marketing, To Be Honored at Gator100 Celebration

Force Marketing was recognized by the 2016 Gator100, which honors the fastest-growing private companies led by graduates of the University of Florida, for the second consecutive year.

ATLANTA, GEORGIA ([PRWEB](#)) February 19, 2016 -- Force Marketing is proud to announce that it was recently included on the 2016 Gator100, the list of the 100 fastest-growing private businesses that are led by alumni of the University of Florida.

The Gator100 is held each year by the University of Florida's Entrepreneurship & Innovation Center, and strives to recognize businesses that have succeeded thanks to the collegiate roots of their leaders.

"It's an honor to be included on this esteemed list of companies for the second year in a row," said John Fitzpatrick, the CEO, President and co-founder of Force Marketing, who graduated from the University of Florida in 2006. "I have a deep gratitude and appreciation for the education that I received at UF-- it was a strong and solid foundation on which to build a business."

To be included on the 2016 list, companies were required to have been in business for five years or more as of October 1, 2015, and have had verifiable annual revenues of \$250,000 or more in 2012. They were also required to be owned, founded and/or led by a UF graduate.

Also a Florida graduate is Force Marketing's Chief Technology Officer, Randy Sieger.

"Randy and I first met in 2003 in a business class at the University of Florida," said Fitzpatrick. "He has been instrumental in the foundation and growth of Force, and the close relationship that first formed on the UF campus in Gainesville has always been a key element of our company's success."

An Awards Gala for all 2016 Gator100 honorees, featuring a keynote address by Senator Bob Graham, will take place on Friday, February 19 at noon at the J. Wayne Reitz Union Grand Ballroom at the University of Florida.

The lunch ceremony will be preceded by a series of panels featuring honorees, including Fitzpatrick, who will participate in a 10:35 a.m. panel called "Culture and Team: How to Excite, Impassion and Get the Most Out of Your People."

"We've worked hard to create a positive, hardworking and energetic culture at Force," said Fitzpatrick. "I firmly believe the team that we've assembled is the best in the business, and I attribute much of our success to our culture."

For more information about the Gator100, visit <http://gator100.ufl.edu/>. To learn more about John Fitzpatrick or Force Marketing, visit [ForceMKTG.com](#).

ABOUT FORCE MARKETING



Force Marketing is an innovative automotive multi-channel marketing company headquartered in Atlanta, Ga. The agency offers technology-enabled marketing services to an expansive client base throughout the U.S. and Canada. The company made Inc. magazine's Inc. 5000 list of the fastest-growing private companies in the U.S. in 2015 for the seventh consecutive year. More information about Force Marketing's auto dealership marketing services can be found online at www.ForceMKTG.com.



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