

## **Force Marketing CEO John Fitzpatrick Honored with University of Florida Outstanding Young Alumni Award for 2016**

*The Outstanding Young Alumni Awards recognize graduates from the past 10 years who have achieved success within their industry that reflects positively on the University of Florida.*

ATLANTA, GEORGIA ([PRWEB](#)) April 19, 2016 -- Force Marketing is proud to announce that CEO John Fitzpatrick was recently honored by the University of Florida Alumni Association through its Outstanding Young Alumni Awards.

The Outstanding Young Alumni Award program was created in 2006, and each year, recipients are honored during the University of Florida Alumni Association's Orange & Blue weekend. The individual honorees were selected by their college, and were required to be age 35 or younger, as well as to have distinguished themselves within their profession and community.

Fitzpatrick was selected by the University of Florida College of Liberal Arts and Sciences, from which he graduated in 2006 with a degree in political science. His award was presented by Dean David Richardson on Friday, April 8, 2016 at an awards luncheon.

"I really feel that graduating with a degree from the College of Liberal Arts and Sciences gave me a more diversified foundation for a career in business than they typically get credit for," said Fitzpatrick. "My time at the University of Florida equipped me with the tools I needed to achieve success in a highly competitive, fast-paced global marketplace. I'm grateful for my education, and hope that I can pass on what I've learned to the next generation of Liberal Arts and Sciences students."

Fitzpatrick was also recently appointed to the Dean's Leadership Council, a group with experience in a diverse set of industries which advises the Dean. The Council's goal is to provide philanthropic leadership through feedback, ideas and support for the College of Liberal Arts and Sciences.

"On behalf of the College of Liberal Arts and Sciences, I was honored to have the opportunity to present John with this award," said Dean Richardson. "The success he's achieved throughout his career is impressive, and it's my hope that he can continue to help us to grow and guide the College for years to come."

Since graduating from the University of Florida, Fitzpatrick co-founded Force Marketing, now the automotive industry's leading provider of technology-enabled and data-driven marketing services. Under his leadership, the company has earned a number of accolades and honors. It was named one of the Best & Brightest Places to Work in the U.S. in 2015 and has earned a spot on the Inc. magazine 5000 list of the fastest-growing private companies in the U.S. for seven consecutive years.

Fitzpatrick was also honored by the Gator 100 in 2015 and 2016, which recognizes the fastest-growing business in the U.S. that are led by University of Florida alumni.

To view the complete list of Outstanding Young Alumni Award honorees for 2016, visit <http://connect.ufalumni.ufl.edu/about/youngalumniawards>. To learn more about Fitzpatrick or Force Marketing, please visit [ForceMKTG.com](http://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](http://www.ForceMKTG.com).



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