



*FOR IMMEDIATE RELEASE*

## **Jaymie Scotto & Associates (JSA) Expands, Opens Operations in Canada**

On the Eve of its 12<sup>th</sup> Anniversary, JSA Opens its Doors to the Canadian Market, with New Team Members and Expanded Operations

**MIDDLEBROOK, VA – November 15, 2016** – [Jaymie Scotto & Associates \(JSA\)](#), the preeminent marketing, public relations and event-planning firm serving the technology and telecommunications industries, announces its new expansion into the Canadian market. Marking its 12 years of success, JSA is branching out and establishing new roots in the Canadian market, with new team members and expanded operations in Vancouver, Calgary and Toronto.

“A broader presence in the Canadian market means JSA is able to provide our proven marketing, media relations and event planning services to Canadian companies focused in tech and telecom, while leveraging our local talent and resources who are experts in the nuances of Canadian government, business and news,” states [Jaymie Scotto Cutaia](#), CEO and Founder of JSA

In addition, JSA can provide local expertise to its existing Canadian clients, such as [WireIE](#).

“We have a long-standing relationship with JSA and couldn’t be happier to witness the team’s success that brings them north of the border. Having this local presence means that JSA can respond to the unique requirements of Canadian business and industry, while still allowing us to continue to leverage the firm’s depth of industry knowledge, infrastructure and communications expertise,” says Rob Barlow, CEO of WireIE.

Leading the management of JSA in Canada is [Barb Mitchell](#), a seasoned marketer with extensive experience developing comprehensive go-to-market strategies for both mid-sized and Fortune 500 companies. Barb has experience working with various Canadian telecom companies such as Glentel, Wireless Wave, T Booth, Blink Media and Mac Station. In addition, she brings vast experience launching and managing both regional and national brands from a broad marketing perspective for companies such as

Coca-Cola Ltd., Constellation Brands and Heineken Inc.

Also joining the JSA Canadian team is Jessica Conlin, a communications expert from Calgary who has done considerable work for the government of Alberta, the Premier's office, as well as for various companies in the business sector.

Jessica joins Barb in expanding JSA into Vancouver, Calgary and Toronto, to service the growing Canadian businesses with valued and proven marketing, PR and event planning.

For more information on JSA's expansion into Canada, please visit [www.jaymiescotto.com](http://www.jaymiescotto.com) or email [info@jaymiescotto.com](mailto:info@jaymiescotto.com). Follow us on Twitter @JSACanada for more Canadian tech and telecom news.

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### **About JSA**

Celebrating more than a decade of success, Jaymie Scotto & Associates (JSA) is the preeminent provider of Public Relations, Marketing and Event Planning services for the tech and telecom industries. Awarded 'Most Outstanding Telecoms PR Agency' by LiveWire for 2015 & 2016, our success is attributed to our skilled JSA team, innovative tools, and established media and industry relationships, allowing us to deliver the finest outreach and brand awareness services available -- with measurable return on investment.

Our clients enjoy 'insider access' to the top reporters, bloggers, analysts and thought leaders shaping tech and telecom -- as well as critical networking opportunities, including JSA's own industry networking event, [Telecom Exchange](#). We also feature client and marketplace news via [JSA TV](#) (our video newsroom on YouTube), [JSA Radio](#) (our podcast channel on iHeartRadio), [Virtual CEO Roundtables](#) (our monthly panel discussions with top thought leaders), [Telecom News & Trends](#) (our video newsletter) and [Telecom News Now](#) (our industry blog). To learn more about how JSA can elevate your brand, visit [www.jaymiescotto.com](http://www.jaymiescotto.com).

Join the conversation: Follow JSA on [LinkedIn](#) and [Twitter](#).

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