

MARKETING

## Martini Media promotes new president

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Affluent millennials are most interested in connection. Image credit: Jimmy Choo

By STAFF REPORTS

Affluent-focused marketing agency Martini Media has appointed a new president to evolve with the new changing media landscape and help to better position luxury brands in the space.

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After joining Martini in 2015, Vincent Krsulich takes the role of president in the marketing firm. He has spent more than 20 years within the media industry, holding positions at *National Geographic*, *Field & Stream* magazine, *InsideHook* and *Men's Journal*.

Marketing today

Mr. Krsulich has made a significant impact on Martini, after joining the sales team four years ago. He is credited with beefing up the agency's mobile offerings while also introducing a product dedicated to social media to better serve its clients.

The Martini Affluencers helps brands find relevant influencers who are part of the affluent community, a program created by Mr. Krsulich. He also started a voice product titled Martini Minute.

"Vincent is super passionate, driven and extremely strategic," said Brian Fitzgerald, CEO of Martini Media. "He has helped me develop a unique, powerful, digital luxury marketing firm.

"The media landscape is complex and changing, especially for luxury brands," he said. "With Vincent's leadership, Martini is well positioned to help guide our clients today and beyond."



Saks Fifth Avenue ad by Martini Media. Image credit: Martini

During the same year Mr. Krsulich joined the company, Martini Media furthered its approach of reaching an affluent audience online with its acquisition by digital publisher Evolve Media.

Under the new agreement, Martini has remained under the same leadership and will function much the same, but the agency now has access to the publishing company's technology and resources. Combining both companies' expertise will enable them to create valuable custom advertising catered to the affluent, reaching them across devices ([see story](#)).

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