

The Street

Imprenta Communication Group Named “One Of The Fastest Growing companies In America” By Inc. Magazine for The Second Year In A Row

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“Imprenta is extremely proud to receive this recognition,” said Ronald W. Wong, President and CEO, Imprenta Communications Group. “We are happy to be able to contribute to the success of our clients. Furthermore, this recognition is a testament to our unique business model- which celebrates diversity and communicates and engages people in ways which truly understands and respects their culture and language.”

What makes this radical growth even more impressive is that Imprenta is a certified Minority Business Enterprise (MBE), and is 100 percent minority owned and operated. Founded in 2001, Imprenta is an award-winning public affairs, campaign and ethnic marketing firm which specializes in reaching diverse audiences. While most multicultural PR and marketing firms focus on one specific ethnic group, Imprenta is distinct in that it brings together the Latino and Asian Pacific American communities – the two fastest growing population segments in United States. The firm’s in-house foreign language capability includes Spanish, Chinese (Mandarin & Cantonese), Vietnamese, Korean, Hmong and Tagalog, and the firm specializes in accessing the hard-to reach, limited-English proficient audiences.

For Imprenta, *It’s About Winning-* winning for clients and their causes. Imprenta and its founding principles come from the world of politics and political campaigns. Its principals and staff have served in senior positions in President Clinton and Governor Gray Davis’ Administrations and for various speakers of the California State Legislature. The company has also been involved in hundreds of political campaigns, large and small, from millions of dollars to tens of thousands. This background in politics and on political campaigns has formed the basis of its strategy in serving clients and approach to its differentiating work.

“Imprenta fully embraces the rich diversity that makes United States the greatest country in the world,” continued Wong. “The Inc. Magazine recognition validates our commitment to diversity and engaging communities of color. We’ve shown again that we can achieve results and build a successful business which serves people of color, by people of color.”

Inc. 5000 is an exclusive ranking of the nation’s fastest-growing private companies and the 2016 list represents the superheroes of the U.S. economy who wield powers like strategy, service and innovation. Companies such as Vizio, Yelp, Pandora, Timberland, Dell, domino’s Pizza, LinkedIn, Zillow, and many other well-known companies gained early exposure as members of the elite Inc. 5000.



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