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## **Mark O'Donoghue Joins U.S. Retirement & Benefits Partners**

*Vice President of Marketing*

Iselin, NJ, October 10, 2022 – U.S. Retirement & Benefits Partners (USRBP) announced today that Mark O'Donoghue has joined the company as its Vice President of Marketing. He will report to USRBP Chief Revenue Officer, Patrick Simonds.

In his role as Vice President of Marketing, Mark is responsible for developing and executing a clearly defined marketing strategy that accelerates the company's growth goals. This includes planning, organizing, staffing, training, and managing all marketing functions to achieve USRBP's objectives of sales, growth, profitability, and brand visibility.

Recognized for creating company growth and building high-performance teams, Mark has extensive experience in global marketing, holding positions in Europe prior to relocating to the United States in 2004. Most recently, Mark served as the Vice President of Marketing and Communications for Public Partnerships, LLC, and before that as Director of Global Marketing for Jabil Corporation, both based in Massachusetts. Previously, he spent 17 years at Avery Dennison Corporation, both in Europe and the U.S., where he was promoted to Director of Global Marketing Communications. His many accomplishments include transforming marketing strategies that have consistently resulted in increased brand awareness and revenue growth.

Patrick Simonds, said, "We are very excited to have Mark join our USRBP team. Mark's diverse professional background and collaborative approach are a dynamic combination that will accelerate our marketing strategy into the future"

### *About U.S. Retirement & Benefits Partners*

U.S. Retirement & Benefits Partners, with headquarters in Iselin, NJ, is one of the nation's largest independent, national financial services firms specializing in employee benefit and employer-sponsored retirement plans in the K-12 public school, governmental, corporate, and non-profit markets. USRBP serves over 12,500 employer groups with 3 million participants through 51 regional Partner Firms. For more information, visit [www.usrbpartners.com](http://www.usrbpartners.com).

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