

# Fasten Strengthens Executive Team With Addition of Jennifer Brogan

## Fasten Strengthens Its Executive Team With Addition of Communications Veteran Jennifer Brogan

*Focus will be to expand and integrate communications channels, including public and industry relations*

**BOSTON (August 3, 2017)** Fasten today announced Jennifer Brogan as Head of Corporate Communications. With more than a dozen years of agency and startup PR experience, Brogan will manage all aspects of communications for the fast-growing ride-hailing startup.

In her new position, Brogan will lead public relations strategy for Fasten and will be responsible for driving awareness around the company's mission, values, culture, and competitive advantages with the media and external audiences.

Before coming to Fasten, Brogan worked for nearly eight years at Kel & Partners, a well-known and well-respected public relations agency in Boston. She served as a director of public relations before becoming vice president, and ultimately executive vice president at the firm. She has deep experience in and proven success with strategic PR planning and execution, PR campaigns, and message development. Prior to working at Kel & Partners, she served as Marketing & PR Manager for e-commerce startup Luna Boston and as a research analyst at investment firm KLD Research & Analytics, now MSCI Inc. Brogan holds a Bachelor of Arts in Economics and Environmental Studies from Connecticut College.

“Jen’s experience is perfect for Fasten at this stage in our company – a strategic thinker with the ability to simultaneously execute on ideas and plans,” said Kirill Evdakov, co-founder and CEO of Fasten. “Jen will ensure we have the messaging and systems in place as we continue to grow in our existing markets and expand nationally.”

## **About Fasten**

Based in Boston, Fasten is a ride hailing company dedicated to operating a profitable business that offers drivers fair pay, and that meets consumers’ needs for timely, efficient and affordable transportation. The company offers services in Boston, Mass. and Austin, Tex. with plans to expand to additional markets in 2017. More information is available via the web at [www.fasten.com](http://www.fasten.com).

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