



FusionPoint Media provides marketing services to clients across the country. Pictured are, from left to right: Laurie Jordan, Brian Jordan, Ashley Heyer and Rodney Reed.

FusionPoint Media Offers 'Uniquely Friendly Attitude' to Clients

Brian Jordan spent 14 years in marketing at QMS, the Mobile-based laser printer manufacturer that was eventually bought by Konica Minolta. Using the experience he gained through those years, and keeping Konica Minolta as one of their first clients, Jordan and a couple of partners founded FusionPoint Media, which has grown to become a comprehensive marketing resource company that works with a wide range of clients. FusionPoint is the Mobile Area Chamber's Small Business of the Month.

"We took that knowledge and a uniquely friendly attitude to offer companies a marketing resource team to complement their current efforts or take on all facets of their marketing operations," Jordan said.

It is that "uniquely friendly attitude" that Jordan believes sets FusionPoint apart – an emphasis on customer service.

"We always say we'll do anything our clients need us to do," he said. "While our core specialties are design, website development, business-to-business web applications, video production and photography, our real focus is customer service. We get to know our clients and their needs and are able to take a project idea and carry it to completion. Most of our clients have been associated with us for over 10 years, but we're always bringing our experience and willingness to assist new and growing companies in any way."

Jordan, who serves as the company's president, employs a staff of five.

Among the projects the company has tackled recently are the Mar-Ke Group's eAutotraining, Asbury Automotive's online budgeting platform, and the Chamber's annual meeting, for which FusionPoint provided design, photography, videography, script

writing and meeting support.

Jordan and his employees are also active in community and charitable work. Jordan has served as communications chair on the board of the United Way for six years, and FusionPoint has produced the organization's annual meeting and campaign kickoff presentation for the last several years, as well.

"To be a part of a growing city and to have a good quality of life, you have to give back with your time and services," Jordan said. "I think there is a misconception that only larger organizations can afford to donate their time and talents. With small businesses making up the majority of Mobile's economic landscape, we can make a huge difference in our city and beyond."

Ever wondered if your business qualified to be featured here? Check out the guidelines below and make the step to apply today. Contact Danette Richards at 251-431-8652 or email drichards@mobilechamber.com.

- Must be a Mobile Area Chamber member for one year
- Have 100 or fewer employees
- In business at least two years
- Apparent solid financial base
- Considered successful by peers
- Sales growth/ profit growth/ expanding number of employees
- Outstanding public service contribution
- Must be a "for profit" company
- Locally owned franchises are eligible
- Headquartered in Mobile, Baldwin, or Washington counties.