



## **Graber Associates Adds Ed Asip as New York Regional Director**

*Veteran Technology and Banking Executive to Build Firm's Client Relationships in Tri-State Area*



**Burlington, Mass. – May 25, 2011** - Graber Associates LLC, a public relations, marketing, and research firm, today announced that Edward T. Asip has joined its staff as New York Regional Director. He will be responsible for developing and managing relationships with clients in the financial services and information technology sectors.

Asip has over 30 years' experience in crafting and delivering complex technology- and management consulting-based business solutions to retail and commercial banks, insurance companies, and capital markets firms. He began his career with The Chase Manhattan Bank as a Commercial Loan Officer and

advanced to Vice President, overseeing his division's relationships with other banks and finance companies throughout the United States. From Chase he moved to Digital Equipment Corporation (DEC), where he designed and marketed banking solutions that encompassed software, hardware, and consulting services.

"Banking and technology will lead the country's economic recovery. Financial services is on the rebound, and much of the upturn will be driven by technology. New York is a financial services hub and a key marketplace for us. Ed knows the Tri-State region and our preferred client sectors like the back of his hand. We're delighted that he's joined our team," said company president Ray Graber.

Asip's previous employers include Computer Sciences Corporation (CSC), where he was senior account manager, New York Metro Financial Services; Getronics Wang, U.S. sales director, Banking Products; and Logica, sales vice president, North America Financial Services.

He holds a Bachelor of Science degree in marketing from Boston College and a Master of Business Administration degree in finance and banking from Adelphi University. He is currently serving as president of the Rockville Centre Lions Club and is a member of the Oceanside Kiwanis and the Knights of Columbus.

### **About Graber Associates**

Graber Associates was founded in 2002 to bring marketing expertise in **banking and technology** to clients in the financial services sector. The company has since expanded to encompass the complementary disciplines of market research, marketing communications, media relations, and operations consulting. Graber Associates also serves **startup, small and mid-sized businesses** in information technology; the public and nonprofit arenas; and professional services.

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