

## MVP SPOTLIGHT

Joseph Ferris, MAS

Omni Marketing Group LLC

[What is your title/role at Omni Marketing Group](#)

I'm Principal, but in reality, there are so many rolls in a small company. Bookkeeper, Salesman, Coffee Getter, Marketer, Receptionist, Customer Service, Smile Producer, Psychologist etc. No wonder I'm so tired.

[What do you like best about your company?](#)

We're small, nimble, proactive and creative, with a nice mix of professionalism and fun.

[What is new & upcoming with your company?](#)

Danielle! My daughter joined me this past May. She's been working for other Distributors for over 8 years and finally decided to join me. She brings a ton of energy to the business, as well as an amazing amount of knowledge regarding technology, wearables and trends. FYI, she was in the first group of NEPPA Scholarship recipients.

[Tell us something about you that most people may not know.](#)

My wife tells me I have a low pain threshold. Wait, no, everyone knows that. I'm easily frustrated by ineptitude.

[If you could choose any profession other than your current one, what would it be?](#)

God help me, I like sales. If it was going to be something else, it would be sales related.

[What is your favorite quote \(movie/literary/personal\)?](#)

"I'm going to be a handful" – Anna Kendrick, Pitch Perfect III.

OK, don't judge me. I think it sums up so much of this business.

[What is your passion?](#)

My Family. They make me happy, inspire me and prop me up.

[What drives you?](#)

Mazda 6? Generosity. I believe the more generous you are the more creative you are, and those are two great things to be.