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Janitronics Building Services names Fragola vice president of marketing and business development

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Janitronics Building Services, a leader in aiding and maintaining real estate for clients in the New England region, has named Dorrian Cohen Fragola as vice president of marketing and business development. Fragola will work with Janitronics as it continues its growth in the New England marketplace.

Don Brecher, president of Janitronics, created this role for Fragola based on the company's many successful years of working with her in her previous position at the Boston Business Journal. Fragola joins at a time when Janitronics has found great potential focusing on the growing market of clean room and construction building services.

"Dorrian's 20 years of experience in business development, sales and marketing made her the ideal person for our new VP of Marketing & Business Development position. Her unique background in real estate and sales along with her broad and successful experience building strong client relationships will make her a true asset to Janitronics," said Brecher.

Fragola, the former senior corporate sales manager for the Boston Business Journal, has been focused on the commercial real estate industry and involved in many industry associations and non-profit organizations over the past five years. Fragola's goal has always been to understand the needs of her clients and develop strategic plans that allow her clients to meet their goals. Fragola was often recognized for her success and achievements at the Boston Business Journal and won the prestigious Chairman's Club Award in 2011. Prior to joining the Boston Business Journal in 2007, Fragola worked as an account executive and group account manager for a variety of accomplished local and national media groups including Entercom's Sports Radio 850 WEEI, the Red Sox and Celtics Radio Networks, CBS Boston's WBZ News Radio, WBCN The Rock of Boston, as well as, the Bruins Radio Network and the Patriot's Rock Radio Network and Greater Media Boston.

"I look forward to working with the Janitronics team, further developing a strategic plan to enhance continued growth at Janitronics and solidify our position as the premier building services provider in the Greater Boston area," said Fragola.

Fragola received her bachelor of science from Syracuse University's Newhouse School of Public Communications.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540