Visionary Pete Luongo to Join Crown Board of Advisors

DAYTON, Ohio, April 23, 2012 (SEND2PRESS NEWSWIRE) — Crown is pleased to announce the addition of Pete Luongo, prior President and CEO of the Berry Company and well-known author, to its Board of Advisors.

Luongo, a luminary in the state of Ohio and beyond, brings to the board his rich business experience gained over his 33-year career. Luongo and the rest of the Crown advisory board will help the company achieve its vision of doubling its market size in the next two years through eBusiness solutions.

"Pete is very motivated to grow the community and help fast-growing companies like Crown. It couldn't be a more perfect match," said Richard Hearn, Crown CEO and Founder.

During his tenure at the Berry Company, a 1.5 billion dollar national yellow page advertising agency, Luongo guided Berry through record sales growth, numerous contract acquisitions and the continuance of the nearly 100-year-old company as an industry leader and a "great place to work." He also created Berry's current operating philosophy, "The Leadership Pledge" which he has since shared with 200+ companies, collegiate athletic programs and numerous organizations.

Luongo continues his influential leadership footprint with his book, "10 Truths About Leadership…It's Not Just About Winning" (ISBN: 978-1458779298; paperback). In addition, he makes countless speaking engagements and holds various board memberships. He also serves as executive director of the Center for Leadership and Executive Development at the University of Dayton where he is an adjunct professor teaching leadership at both the undergraduate and graduate level and serves on the University's Board of Trustees.

"My focus on board participation has always been based on providing guidance and support to those organizations I feel have the greatest potential to both impact and grow in our region. Crown has earned that recognition, and I am thrilled to be able to play a role in helping them grow their influence," said Luongo.

About Crown:
Crown breaks new ground in eBusiness solutions. Thanks to its integrated offering of enterprise-wide technology strategy and implementation coupled with public-facing digital marketing, Crown's solutions increase business profitability and improve customer experience for the mid-market and large company clients it serves.

The company's unique approach creates streamlined dissemination of information across and among multiple business channels, process and personnel for improved efficiency and effectiveness. Crown's award-winning work has resulted in more efficient operations, increased profitability and successful marketing programs for clients in diverse industries, including

General Motors, the U.S. Army, World Bank, and others.

More information: http://www.crownpartners.com .

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