



## Professional Profile: Monique Merhige, 2014

November 11, 2014 - Design / Build

Name: Monique Merhige

Title: President

Company: Infusion Direct Marketing & Advertising, Inc.

Location: Hauppauge, N.Y.

Birthplace: Brooklyn, N.Y.

Education: Bachelor of Marketing & MBA in Business Management from Dowling College in Oakdale, N.Y.

First job outside of real estate/security: My first marketing position out of college was with a Long Island manufacturer of machine tool accessories. I also worked part-time for an environmental consultant on Long Island who worked closely with building owners and property managers.

First job in real estate/security or allied field: Marketing manager for a Long Island manufacturer of security cameras and software. This job was my stepping stone to making long-term connections in the security industry.

What do you do now and what are you planning for the future? Infusion Direct Marketing & Advertising is a public relations firm specializing in the security industry. We work with security system integrators and manufacturers to develop targeted public relations campaigns that increase exposure locally and on a national level. In addition, we work with design consultants and manufacturer rep firms that are dedicated to the security industry. With a passion for writing, my future goals include writing a book on the latest trends in the security industry and how important security is to businesses in all vertical markets.

How do you unwind from a busy day in real estate/security? Book a massage appointment with my favorite therapist and sip a glass of wine.

Favorite book or author: "Lean In" by Sheryl Sandberg

Favorite movie: "Wolf of Wall Street"

Last song you purchased/downloaded? "September" by Earth, Wind and Fire

One word to describe your work environment: Infused

Rules to live by in business: You have to spend money to make money

If you could invite one person to dinner (living or dead) who would it be and where would you go? Donald Trump at the Ocean Club in Bahamas

What is your dream job? Being able to travel around the world and see different cultures.