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**JNR INCORPORATED TAPS NEW DIRECTOR OF SALES FOR INSURANCE,**

**FINANCIAL AND PHARMACEUTICAL NICHES**

*Nicole O’Sullivan Brings Cheerful Tenacity and Sincerity To Her Work*

Irvine, CA…JNR Incorporated is pleased to pronounce the newest edition to the JNR team, Nicole O’Sullivan, Director of Sales. Ms. O’Sullivan joins JNR with more than 10 years of sales experience, with emphasis in the pharmaceutical, insurance and financial industries. Previously, O’Sullivan held positions in sales within the hospitality industries including posts as Senior Sales Manager at the Island Hotel in Newport Beach and Director of Northeast Sales at Hotel del Coronado in Coronado. A true sales enthusiast, O’Sullivan is a three-time award recipient of Manager of the Quarter during her experience with Hilton Hotels. She is currently an active participant in Meeting Professionals International (MPI).

O’Sullivan credits her ability to deliver results to her energy and unabashed passion for sales. “Sales is not as black and white as it used to be. As professionals, we are not just selling a product anymore, we are selling solutions to address specifically what our clients need,” she explains. “It’s a much more consultative and collaborative approach that evokes a partnership relationship. I just love it!” In her new role, O’Sullivan will share solutions that range from meeting and convention management, to integrated incentive programs that motivate performance through innovative strategies. Drawing on her experience in the financial, insurance and pharmaceutical vertical markets, Nicole will be working to introduce JNR’s strategies for improving human performance to medium to large sized businesses throughout the US. As a full service performance improvement company, JNR offers meeting and convention management, end-to-end sales incentive solutions, prepaid incentive card programs, loyalty and longevity programs, each tied to key performance metrics. JNR currently works with leading corporations that recognize how inspiring human performance will yield overall business success.

O’Sullivan began her career in Marketing with her studies at Orange Coast College in Costa Mesa, CA. By age 19, she had found her calling in sales. In addition to her successful career, O’Sullivan draws her inspiration from her family. She is a proud soccer mom and enjoys hosting parties with her husband and daughter.

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**About JNR Incorporated:**

As an industry leader in the field of human performance, JNR Incorporated works with great companies to deliver integrated programs, incentives, events and solutions that improve corporate business performance through its technology platform. Celebrating its 32nd anniversary this year, JNR has designed and delivered unique, comprehensive, performance-based incentive and reward programs, incentive trips, pre-paid reward card programs, sales performance drivers, world-class creative and communications, promotional products and merchandise, performance engines, database technology solutions, and truly remarkable meetings, events and entertainment--all geared to help clients maximize their potential through engaged employees. For more information about JNR, please visit the company’s web site at [www.jnrcorp.com](http://www.jnrcorp.com).