



Industry Veteran Mia Malm Launches Malm Communications LLC  
Napa Valley, May 26, 2010

Wine industry veteran Mia Malm is launching Malm Communications LLC, a boutique public relations and social media firm located in Napa Valley and specializing in serving wine, food and luxury lifestyle clients.

"I often hear from marketing managers and business owners who are scratching their heads, wondering if they can just wait until this 'social media thing' flames out," says Malm. "But we are witnessing a major transformation in the way consumers interact with brands—and with each other—and that genie isn't going back into the bottle. I am passionate about helping the industry understand and participate in the new media landscape."

The communications revolution continues at a break-neck pace and the historical lines between public relations, marketing, direct-to-consumer and customer relationship management have become increasingly blurred. Malm believes that there are no more "silos"—to succeed, a company must support its goals from all flanks of the business with an integrated approach. To that end, Malm Comm offers a mix of traditional public relations and social media strategies that fully integrate with an organization's overarching marketing plans and objectives.

A transplanted New Yorker, self-admitted "word nerd" and social media omnivore, Malm brings to her clients more than 11 years of experience in public relations, a passion for fine wine and food, and an insatiable curiosity that keeps her searching for the newest, most innovative communications tools. She holds the Diploma in Wine & Spirits (DWS) from the Wine & Spirit Education Trust, one of fewer than 200 people in the US to earn the degree, and is a frequent guest panelist on social media and public relations.

For more information:

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Headshot available on request.