

FutureWorks Finds Partner, Launches SoCal Operation



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MEDIA & MARKETING

by Jennifer Bellantonio

San Jose-based FutureWorks Inc. wants a piece of Orange County's public relations action.

The shop recently teamed up with Aliso Viejo-based Marc Daniels & Associates to open an office in Aliso Viejo called FutureWorks LLC. The venture, which has five workers, is at 65 Enterprise.

Daniel McKean, founder of Marc Daniels, will head the OC office as managing director. He started Marc Daniels back in 2002.

He and FutureWorks founder Brian Solis had worked together as co-directors at the office of Weber Shandwick Worldwide in Campbell.

"Southern California represents a hotbed for emerging technology companies all over the world," McKean said.

By combining forces, Marc Daniels and FutureWorks will have a better chance at landing new clients, McKean said.

FutureWorks had been looking to expand to Southern California for some time. The PR shop's 12-worker San Jose office will continue to be led by Solis.

The OC operation plans to target technology, entertainment and consumer electronics clients, McKean said.

"We are cautiously picking targets," McKean said.