



P2B execs form new business model

P2B Inc.'s Curt Behrens and Bob Sgarlata, previously with Sgarlata & Associates, have teamed up to form a new business model that will operate under the P2B Inc. banner.

"P2B now possess the comprehensive retail and marketing skill set, experience, knowledge and trusted relationships to provide meaningful value to our clients—whether they are a one item emerging company or a Fortune 500 company seeking a unique marketing perspective or a proven extended sales force to assume the sales responsibility for select brands," Sgarlata stated.

Behrens, president and founder of P2B, has worked in various roles within the consumer packaged goods industry, including grocery store clerk, store manager, regional manager, national sales manager, vice president of sales and marketing consultant.

Sgarlata has served in executive roles as both a retailer and CPG marketer, providing him with a range of experiences that can help clients in developing organizations, winning strategies and achieving objectives.