



MARK'S NORTHEASTERN FURNITURE FOUNDATION

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PRESS RELEASE
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MARK'S NORTHEASTERN FURNITURE FOUNDATION ADDS MARKETING EXECUTIVE AND ATTORNEY TO BOARD OF DIRECTORS

WESTBOROUGH, Mass. — Mark's Northeastern Furniture Foundation is pleased to announce the addition of a marketing firm executive and a non-profit attorney to its Board of Directors. Joining the board is Peter Drakulich, CEO of DrivingUpSales, and Justin Silverman, a Westborough-based attorney who is also executive director of a regional non-profit organization.

In addition to Drakulich and Silverman, the foundation's Board of Directors now includes: Mark Silverman, president and CEO of Mark's Moving and Storage, and foundation president and founder; Ted Clark of Northeastern University; Paul M. Harris, an attorney at Burns & Levinson, LLP; Derek Rawls, a CPA at Gray, Gray & Gray, LLP; Nathaniel Silverman; and Rachel Silverman of Ropes & Gray, LLP.

"We're very excited to have Peter and Justin join our board and help us further our mission," said Mark Silverman, founder and president of Mark's Northeastern Furniture Foundation. "They both bring unique skills and expertise that will be used to grow our foundation."



PETER DRAKULICH | Drakulich, CEO of DrivingUpSales, is a leader in content driven selling. Drakulich and his team have developed a content first strategy that has proven to generate more leads, close more deals and improve customer experience. The strategy is based on how this generation processes information. Creating content that visually informs and sells a business value proposition has become the key to improving business sales performance. Drakulich has been married to his wife Michelle since 1998. They have 3 kids, a houseful of pets and currently live outside of Boston. Skiing and hockey are the go-to family sports. Right after graduating college, Drakulich found the car business and quickly rose to the top ranks. In a career that spanned over 25 years, he earned key executive positions with the Boch organization and Victory Auto Group. In 2006 he founded DrivingUpSales and began moonlighting as a sales improvement consultant and management trainer. Drakulich left automotive retail in 2008 just prior to the crash and has never looked back.



JUSTIN SILVERMAN | Silverman is an attorney and executive director of the New England First Amendment Coalition, a regional non-profit organization that advocates for government transparency. During the last two decades, Silverman has worked in a variety of roles, including journalist, publisher and marketing consultant. As a long-time employee of Mark's Moving & Storage, he is also familiar with the moving and storage industries. While attending Suffolk Law School in Boston, Silverman interned at the Berkman Center for Internet & Society at Harvard Law School.

As a student in Syracuse University's undergraduate journalism program, Silverman founded an award-winning bi-weekly newspaper in Central New York. His work has been cited in several law reviews and he is frequently quoted in the press, including recent articles in The New York Times and The Boston Globe. He currently lives in Wayland, Mass., with his wife and two children. Silverman hopes to some day hike all New England's four-thousand-footers. One down, 66 to go.

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