



For Immediate Release

## Symphonix Names Dino Scalia to Lead Florida Market Expansion

*Seasoned marketing expert to accelerate client success and brand growth across the Sunshine State*

Charlotte, NC, July 11, 2025 – Symphonix, a national provider of branded merchandise, commercial print, apparel programs, and marketing fulfillment solutions, has named Dino Scalia as the new Regional Director for Florida. Dino will lead business development and client engagement efforts across the state, building on Symphonix's commitment to exceptional service, local support, and turnkey execution.

Scalia brings decades of experience in high-level marketing and business development roles, including executive leadership in both print and promotional product organizations. A natural relationship-builder with a track record of generating client growth, Scalia is known for his consultative approach, strategic thinking, and operational follow-through.

*"I'm excited to help Florida companies bring their brand to life in bold and practical ways," Scalia said. "Symphonix delivers white-glove service and creative ideas that make a measurable impact. I'm looking forward to getting back to the Southeast US and collaborating with organizations across industries to support their branding, HR, and marketing initiatives."*

In his new role, Scalia will oversee the Florida sales strategy, lead client relationships, and drive growth across sectors including healthcare, education, hospitality, franchise systems, and financial institutions. He will also serve as the local face of Symphonix's national capabilities, providing clients with access to the agency's robust network of sourcing, fulfillment, warehousing, and online store technology.

*"Dino embodies what makes Symphonix different—he's experienced, trusted, and fully committed to helping our clients succeed,"* said Andy Barksdale, Managing Partner and Chief Growth Officer at Symphonix. *"His energy, professionalism, and personal touch are exactly what our clients deserve as we continue to grow in Florida."*

For partnership opportunities in Florida, contact Dino Scalia at [dscaliam@symphonixsolutions.com](mailto:dscaliam@symphonixsolutions.com) or 770.312.0620.

Symphonix is headquartered in Charlotte, NC, with regional offices in New Jersey, Baltimore and Florida. Since 2009, the agency has helped organizations streamline their branded marketing operations—from creative concepts and promotional merchandise to print, apparel, and point-of-sale execution.

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