

People & Places

• **Michael Lorelli** of Darien was appointed chief executive officer of **WaterJel Technologies** in Carlstadt, N.J., a burn-care products manufacturer.



Lorelli

Lorelli previously worked with **PepsiCo**, where he was an executive vice president of marketing, sales and research and development for Pepsi-Cola North America, president of Pepsi-Cola East and president for Pizza Hut's International division. While at PepsiCo, he was credited with the soft drink company's "Big Event Marketing" strategy, which coupled the product with events in entertainment, sports, consumer electronics, movies and home video.

Lorelli also had senior management roles at Tambrands, the Clairol Division of Bristol-Myers Squibb and Air Express International Inc.

Lorelli has a bachelor's degree in industrial engineering from New York University and a master's degree in business administration from

New York University's Stern Graduate School of Business. He has written a children's book, "Traveling Again, Dad?" Its profits are donated to children's charities. He is a director of Cleveland-based WorkPlace Media, and Purple Beverage Co.

WaterJel, a Riverside Co., makes burn-care products for military, industrial and consumer use.

• **Attorney Philip Bartels** of Riverside has been re-elected as vice chairman of the board of governors and its executive committee at the **University of New Haven**.

Bartels is a member of the litigation practice group at the Greenwich office of Shipman & Goodwin, where he handles matrimonial law, charitable organization and general litigation matters.



Bartels

Bartels joined Shipman & Goodwin in 2005 through the merger of Holland Kaufman & Bartels LLC, where he was a partner from 1979 to 2005. He also worked

as a magistrate in criminal docket with the Connecticut Superior Court in Waterbury and was an associate in the corporate and litigation departments of Day, Berry & Howard in Hartford.

Bartels earned a law degree at the University of Chicago and a bachelor's degree

at **Cornell University**.

Shipman & Goodwin LLP is a full-service law firm with about 140 attorneys with offices in Hartford, Stamford, Greenwich and Lakeville.

— *Harold Davis*

People & Places reports on new businesses, company relocations, awards, job changes and special appointments. Information can be submitted by mail to: People & Places, The Advocate and Greenwich Time, Box 9307, Stamford, CT 06904-9307, or e-mailed to business@scni.com. Photographs cannot be returned. We reserve the right to edit or reject submissions.



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