

FOR: The Quell Group

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FOR IMMEDIATE RELEASE

THE QUELL GROUP HIRES RICK BOURGOISE AS VICE PRESIDENT, AUTOMOTIVE PRACTICE

TROY, Mich., January 18, 2012 — The Quell Group announced today it has hired Rick Bourgoise as vice president, automotive practice, to manage the firm’s growing automotive business, according to Mike Niederquell, president and CEO.

“Rick is a strategic hire to further elevate our position as a leading integrated marketing communications firm in the automotive marketplace,” said Niederquell. “With a background in communications strategy and a deep media relations expertise, including strong automotive media relationships, he will provide great service to our growing automotive client base.”

With 17 years of experience in agency, client and media environments, Bourgoise is an accomplished automotive communications strategist. He has successfully worked with many major automotive brands, including Smart, Mitsubishi, Chrysler, Honda, Nissan, Toyota, Volvo, Hyundai, Valeo, Takata and Continental along with several brands in non-automotive sectors.

Bourgoise recently worked at Penske Automotive Group, leading communications for the company’s Smart USA subsidiary, the exclusive distributor of the Smart car in the United States. He managed all corporate and product media relations, both national and regional, for the Smart car brand, shifting the communications strategy to be more aggressive and growing media coverage of the brand. He also managed the media launch of Smart’s electric car in the U.S. and increased the brand’s U.S. social media engagement.

Prior to Smart, he was a vice president at Stratacomm — a Fleishman-Hillard company — and during his six years there represented several automakers and suppliers while helping expand the agency’s automotive portfolio. He also spent several years at multiple small automotive PR firms and served as a producer and broadcast engineer at Detroit’s WJR radio (760 AM) for nearly 11 years.

Bourgoise earned a master's degree in business with a marketing focus and a bachelor's degree in communications, both from the University of Michigan in Dearborn. He currently resides in Redford, Mich.

As Michigan's leading integrated brand communications firm, The Quell Group integrates strategic branding and positioning counsel with marketing, public relations, social media and digital services. Founded in 1994, the firm provides proprietary diagnostic tools to help companies unknot, align and market® their value proposition.

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