

NextGen Marketing Group Adds Former Sprint and Rosetta Marketing Executive

Tom Kessler has served previously in Key Marketing Roles at top Telecommunications Provider and Interactive Agency

For Immediate Distribution

Iowa City, Iowa – March 8, 2011 – Tom Kessler, a former senior marketing executive at Sprint, USA Global Link, Service Magic, and Rosetta Marketing, has joined the NextGen Marketing Group as a Principal, to service client needs in the Wireless, Travel & Leisure and Consumer Packaged Goods practice areas, according to Gregory S. Crosby, NextGen’s founder and Chief Executive Officer.

Tom brings three critical dimensions to NextGen and its clients;

- Extraordinary breadth of marketing experience – Tom spent over 10 years gaining classical marketing experience and disciplines at consumer packaged goods leader Kraft. He has built on that with 6 years in the telecommunications business at Sprint, where he served as Vice President of Marketing in the Consumer Services Group, and most recently has spent 10+ years consulting successfully to Fortune 100 companies – including the top 3 wireless companies in the U.S. and Canada, and industry leaders in Travel and Leisure and Financial Services
- Deep Understanding of Consumer Insights – Tom has extensive success squeezing insights and competitive advantage from segmentation, data analysis, and interpretations of market trends, and then tailoring marketing programs to capture key gains most efficiently, and
- Real Competence in the latest in Digital and Direct Marketing – be it via e-mail, web, social media, DM or call centers

“Tom’s outstanding experience and his appreciation for the power of consumer insight offers NextGen’s clients an extraordinary resource to help them deal more efficiently with the environment of constant change and scarcity in which we all operate”, said Greg Crosby. “Tom’s combination of those insights with the perspective he’s gained from success in markets ranging from wireless and broadband... to travel and leisure... to digital services... to packaged retail products, enables him to consistently find innovative new paths to growth and greater yield from the business. Tom will be operating out of Denver, but we are excited to introduce him to NextGen clients coast to coast.”

About NextGen Marketing Group

The NextGen Marketing Group is a national Marketing Services organization, comprised of credentialed and highly experienced Marketing executives who provide assistance to clients in developing innovative and cost-effective marketing, sales and growth plans. Utilizing an innovative business model that links the experience of seasoned marketing executives with a robust array of on-demand marketing implementation resources, and state of the art collaboration tools, NextGen delivers cost effective marketing solutions that quickly improve clients' top and bottom lines. The firm offers a complete set of marketing services – from strategy to execution, is headquartered in Iowa City, Iowa, and has offices across the country.

For more information about NextGen Marketing Group, visit www.nextgenmktg.com or call (877) 569-8436 (877-5-NXTGEN).

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