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Harris Marketing Group Adds Two New Staff

WALES, WIS., NOVEMBER 13, 2008 – Denise Harris, President of Harris Marketing Group in Wales, is pleased to announce the addition of two seasoned professionals to its staff: Suzy Pitzo, new business development account executive and Susan Achtenhagen, writer/communications/public relations.

With a background in sales at AT&T and NCR as well as customer service experience with Strong Funds and Metavante, Suzy will oversee new business acquisition and customer service. Pitzo has a BS in Systems Analysis from Miami University of Ohio and resides in Pewaukee.

Achtenhagen has over 25 years of consumer research and strategic marketing experience in the financial/insurance/professional engineering markets. She has multiple degrees in communications as well as an MBA in Marketing and resides in Oconomowoc.

Since summer of 2005, Harris Marketing has seen significant growth in its client base requiring agency owner, Denise Harris, to nearly triple her staff.

“By bringing seasoned professionals on board, I feel we can further enhance our service offering by providing current and potential clients with a dynamic, multi-disciplinary portfolio of experience,” explains Harris. “Our staff experience includes business-to-business and consumer marketing in industries ranging from industrial to hospitality.”

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Harris has more than 25 years of marketing and communications experience including over a decade of corporate marketing management experience. She has worked in business-to-business, institutional, high-tech and retail/wholesale marketing channels and has extensive experience working in the area of commercial furnishings and institutional product marketing. Her writing has been published both nationally and internationally. A graduate of Boston College, she is formally educated in both design and marketing.

Harris Marketing provides product and company positioning, logo design, tagline development, corporate identity material development and other brand building and re-imagining services. In addition, this award-winning company has extensive experience in corporate publication development and provides clients with full-service development including content planning, research, writing, design, production and distribution of both print and electronic formats.

With more than four decades of combined experience in marketing, strategic business planning and design, the Harris Marketing Group offers clients a full-service approach to marketing and provides cost-effective, professional work and marketing services, including brand planning and design, newsletter and collateral development, graphic design, Web development, interactive services, advertising, public relations and direct marketing services.

Located in Wales, Wis., Harris Marketing Group is a full service, multi-disciplinary, woman-owned marketing agency, providing local and national clients with brand development, project planning, execution and follow-up. The company has extensive expertise in business-to-business, institutional, high-tech and retail/wholesale marketing channels, as well as commercial office and institutional product marketing. Harris Marketing offers clients a comprehensive, one-stop marketing resource.

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