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FOR MORE INFORMATION, CONTACT:

Sarah Frittitta, Account Manager

414.274.3008

sfrittitta@trefoilgroup.com

TREFOIL GROUP NAMES SCHROEDER EXECUTIVE VICE PRESIDENT

Promotion recognizes significant accomplishments and ongoing commitment to agency growth

August 27, 2019, Milwaukee, WI...Trefoil Group is pleased to announce the promotion of Jill Schroeder to Executive Vice President, effective immediately. The move recognizes Schroeder's significant contributions to the agency, its clients and staff, as well as increased responsibilities for managing agency growth and profitability moving forward.

In her new position, Schroeder will play a lead role in managing the agency's new business programs, as well as ensure customer satisfaction levels and drive agency profitability. She will continue to provide strategic counsel and oversight on several of the agency's key accounts, and lead and mentor Trefoil Group's Client Service Team.

According to Mary Scheibel, Trefoil Group CEO, "Jill is an extremely talented and proven agency leader with a broad range of both B2C and B2B experience. She has a demonstrated ability to design multi-channel, results-driven programs, and has proven success in building and managing cross-functional internal teams. But more than that, Jill has exceptional judgement and builds relationships that establish her as a business advisor to many, including to me."

"Our agency has a deeper strategic bench than any team I've worked with," said Schroeder, "and we translate that strength to marketing programs that directly accelerate our clients' business success. I value the opportunity to work alongside Mary to lead this agency to even greater growth."

Over her 25-year career, Schroeder has held numerous marketing leadership positions serving national and global brands across a broad range of consumer, B2B and technology sectors. Her previous roles include senior vice president and managing director at CKPR Milwaukee; senior manager of global communications at Oracle Corporation; director at Blanc & Otus, a Silicon Valley technology firm focused on developing go-to-market strategies for technology start-ups; and public relations manager at Kohler Co., where she directed PR for the company's home brands.

She is a graduate of the University of Wisconsin Eau Claire.

About Trefoil Group

A full-service agency serving both B2B and B2C clients, Trefoil Group is committed to designing and executing marketing strategies that fuel growth and measurable business results. In a fast-changing, increasingly competitive market, our goal is to turn business complexity into brand simplicity. Services include strategy, branding and positioning; websites and digital marketing, public relations and social media; as well as recruitment marketing and internal alignment. Trefoil Group is a partner of IPREX, a



\$250 million network of communications agencies, with 1,800 members and 115 offices worldwide. For more information about Trefoil Group, visit us at www.trefoilgroup.com or follow us on LinkedIn, Facebook or Twitter.

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