



**For Immediate Release**

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### **Quixote Group Hires New Associates**

**GREENSBORO, N.C.** – Quixote Group, a research, strategic marketing and public relations firm founded in April 1999, has hired several new associates to help grow the business of the firm's clients. The new associates come from a variety of backgrounds that enable Quixote Group to draw upon a wide base of expertise in order to serve its clients' various needs.

Jennifer Whisnant has joined Quixote Group as an account executive. Jennifer graduated magna cum laude from North Carolina State University with a B.S. in Textile and Apparel Management. Her previous work experience includes Cone Mills, Victoria's Secret and Freeborder's. She brings extensive experience in corporate communications, media relations, media training, and coordinating industry trade shows.

Sam Niburg has also joined Quixote Group as an assistant account executive. Niburg is a graduate of the Royal Institute of Technology (KTH) in Stockholm, Sweden with an M.S. in Engineering and Business Management. He has previously worked at Kindermusik International and Volvo Group Non-Automotive Purchasing.

"The new associates who have joined Quixote Group will allow us to continue to provide clients with the exceptional quality of work that they have come to expect from our firm," says Chuck Mattina, president and COO of Quixote Group.

Quixote Group is located at 3107 Brassfield Road, Greensboro, NC, and can be reached at 336-605-0363. More information can be found on the company's website: [www.quixotegroup.com](http://www.quixotegroup.com).

Quixote Group Research, Marketing and Public Relations, employs 15 full-time brand building professionals with expertise in strategic positioning, marketing, public relations, concept development, media relations, reinvention of categories and the launch of new products. The company has demonstrated success in consumer products and services, food service and hospitality, chemicals and textiles, business-to-business, manufacturing, medical and pharmaceuticals and financial services and is based in Greensboro, N.C.

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