



Quixote Group, LLC
3107 Brassfield Road, Suite 100
Greensboro, NC 27410
336.605.0363

Quixote Group Supports Growth with Key New Associates

GREENSBORO, N.C. – [Quixote Group](#), a strategic market research, marketing and public relations firm, today announced several new hires with the addition of Lindsey Blankenship as an Account Executive and Nichole Alston as Assistant Account Executive.

Lindsey Blankenship joins Quixote Group as an account executive. Lindsey received her Bachelor of Science in Business Administration with a focus on Marketing from West Virginia University and is currently seeking an Executive MBA from WVU. She most recently served as the Branch Manager for United Bank, Inc. in Morgantown, W.Va.

Nichole Alston joins Quixote Group as an assistant account executive. Originally from Wadesboro, N.C., Nichole received her Bachelor of Arts in Communication Studies from University of North Carolina at Greensboro. She is the current president of Greensboro's Junior Women's Club and the state representative for the General Federation of Women's Clubs of North Carolina. Nichole most recently served as a credit collections representative for AT&T.

"The variety of backgrounds that these new associates bring will offer a unique perspective and fresh insights to help support the firm's growing business and the needs of its clients," said Chuck Mattina, president of Quixote Group. "I look forward to what we will accomplish as a team."

Quixote Group Background

Quixote Group, located in Greensboro, N.C., is a market research, marketing, and public relations firm. The firm specializes in building and growing its clients' brands by developing, communicating and demonstrating their strategic value to target audiences. As a research-centric organization, Quixote Group explores the rational and emotional connections that customers make with its clients' products and services to create greater interest, preference and loyalty to their brands - thus resulting in sustainable growth. The company shares in its clients' passion for their industries, creating lasting relationships based on mutual respect and focused on a shared commitment to measurable goals and business objectives. For more information, please visit www.quixotegroup.com.

Media Contact

Susan Rotante P: 336-605-0363 E: srotante@quixotegroup.com