

NextGen

MARKETING GROUP

NextGen Marketing Group Adds AT&T Wireless' Former Top Marketing Executive

***Kim Whitehead Has Served as SVP Marketing for AT&T Wireless, VP
Marketing Roles at Qwest and Bell South***

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IOWA CITY, Iowa – September 3, 2009 – [Kim Whitehead](#), former senior marketing executive for AT&T Wireless, Bell South and Qwest Communications, has joined [NextGen Marketing Group](#) according to Gregory S. Crosby, NextGen's Founder and Chief Executive Officer.

As Senior VP of Marketing for (the former) AT&T Wireless, Kim successfully developed the Fortune 100 company's strategic platform for all prospect and customer-based marketing initiatives. Ms. Whitehead has also held VP Marketing positions at both Bell South (now the new AT&T) and most recently Qwest Communications, where she created the strategic marketing direction for the company and oversaw all programs to acquire new customers, increase product penetration and generate incremental revenue per customer as a result of bundled offerings.

"Kim's outstanding experience, coupled with her entrepreneurial drive, gives NextGen's clients a deep understanding of highly competitive markets and the knowledge to develop new ways to create successful, results-driven programs to meet corporate goals, said [Greg Crosby](#). "Kim's expertise in the wireless and broadband industries as well as business-to-consumer and business-to-business marketing is directly transferrable to many service and product-based industries and she will serve our U. S. clients from Denver, Colorado."

The NextGen Marketing Group is a national organization of highly experienced and credentialed Marketing executives and affiliates who help clients develop and enhance their market effectiveness in order to achieve results. The firm offers a complete set of turnkey marketing services and leverages advanced communications and technology disciplines to connect highly-experienced professionals with clients in a seamless manner. Video, web, and audio conferencing tools are used to minimize travel, expedite work, and streamline project costs.

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

About NextGen Marketing Group

The NextGen Marketing Group is a privately held national professional Marketing services firm headquartered in Iowa City, Iowa with offices across the country.

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