



For Immediate Release
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Brandmotion Strengthens Marketing, Technical Support With New Hires

Company adds four staff members in anticipation of continued growth, communications needs

SOUTHFIELD, MICH., July 18, 2016 (MEDIAWIRE) – Brandmotion, leading supplier of OEM-grade safety and driver assistance solutions for the automotive aftermarket, has welcomed four additional members to its Southfield, Mich., staff. David Moline has been hired as Business Operations Associate; Greg Schaaf will apply his talents as Technical Customer Support Specialist; Megan Scott joins Brandmotion as Marketing and Design Specialist; and Nathan Wheeler assumes the role of Sales and Marketing Associate.

Greg Schaaf joins Brandmotion after eight years with Bluetooth products developer Parrot, where he provided technical support and compatibility testing, among his various duties. He will be responsible for assisting authorized dealers and expeditors with product functionality as well as vehicle-specific integration. Megan Scott brings five years of graphic design and web traffic analysis experience to Brandmotion. She will help to bolster the company's marketing and communications efforts while supporting other departments.

With a degree in Human Resource Management, recent graduate David Moline will assist Brandmotion with duties in finance and HR. Nathan Wheeler, also a recent graduate, will be responsible for lead development through implementation and analysis of Brandmotion's social media efforts.

"The addition of our new staff members is a testament to our growth, but it's also in recognition of the changes that are affecting the automotive aftermarket," said Brandmotion President Jeff Varick. "Automakers are increasingly implementing safety and driver assistance technology in new vehicles. We need to be even more diligent in identifying opportunities to fill the gaps with equivalent aftermarket products, and in turn communicate this information to our authorized dealers. Having a stronger marketing and technical staff enables us to deliver."

For more information, visit Brandmotion.com or follow Brandmotion on Facebook at facebook.com/brandmotion.

Images:

[New Staff Members](#) (Clockwise from top left): David Moline, Megan Scott, Nathan Wheeler, Greg Schaaf.

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